



Target Audience Sheet

"Create your buyer personas"

Product/Service:

Age

Gender

Locations

Local attractions

Associations

Interests and Hobbies

Networking/Events

Influencers they follow

TV Programmes

Radio Shows

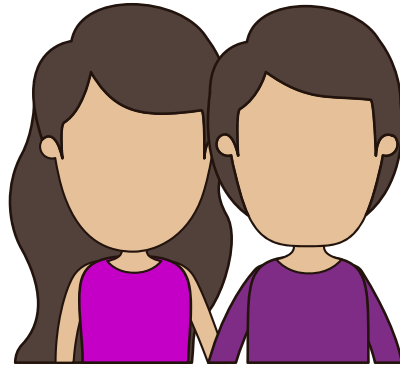
Magazines/News





Target Audience Sheet

"Create your buyer personas"



Buyer Personas Scenario



TIP

*Watch Zoe's
Social Media Strategy
Video Course to guide
you!*