

# Audience research

## form.

### Photo

**Tip**

Choose your picture based on the results of your demographic analysis. It's better to have a face that matches the traits of your audience than a random stock photo.

### Overview

**Tip**

The overview information should be sourced from social analytics, reviews, testimonials, surveys, interviews and consumer profiles.

### Demographics

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Occupation: \_\_\_\_\_

Income: \_\_\_\_\_

Other notes: \_\_\_\_\_

**Tip**

This data should be sourced from first-party sources like internal databases, sales records or web + social analytics.

### Recommendations

**Tip**

Include some ways for the audience you want to reference the persona. This can include messaging strategies, graphic direction, media targeting, long-term value of audience and more.