

CUSTOMER PERSONA BASICS

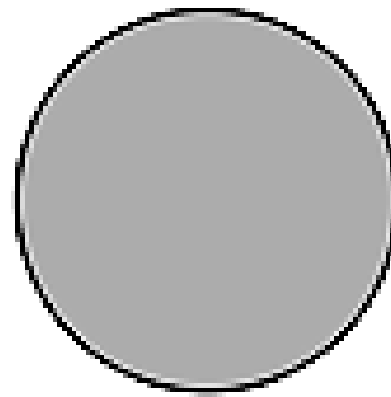
How to Identify, Target & Create Value for your Customers

by George Kapardelis



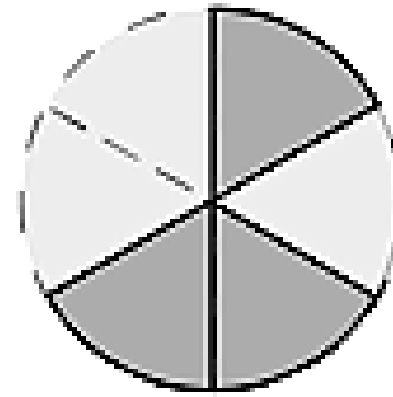
What is your Market?

Mass Market



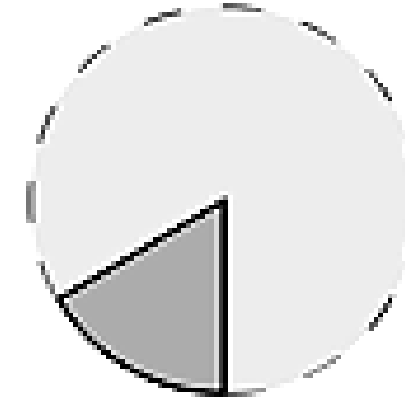
Reach the whole market with one offer/promotion/campaign.

Segmented Market



Target several different market segments, by creating separate offers for each one.

Niche Market

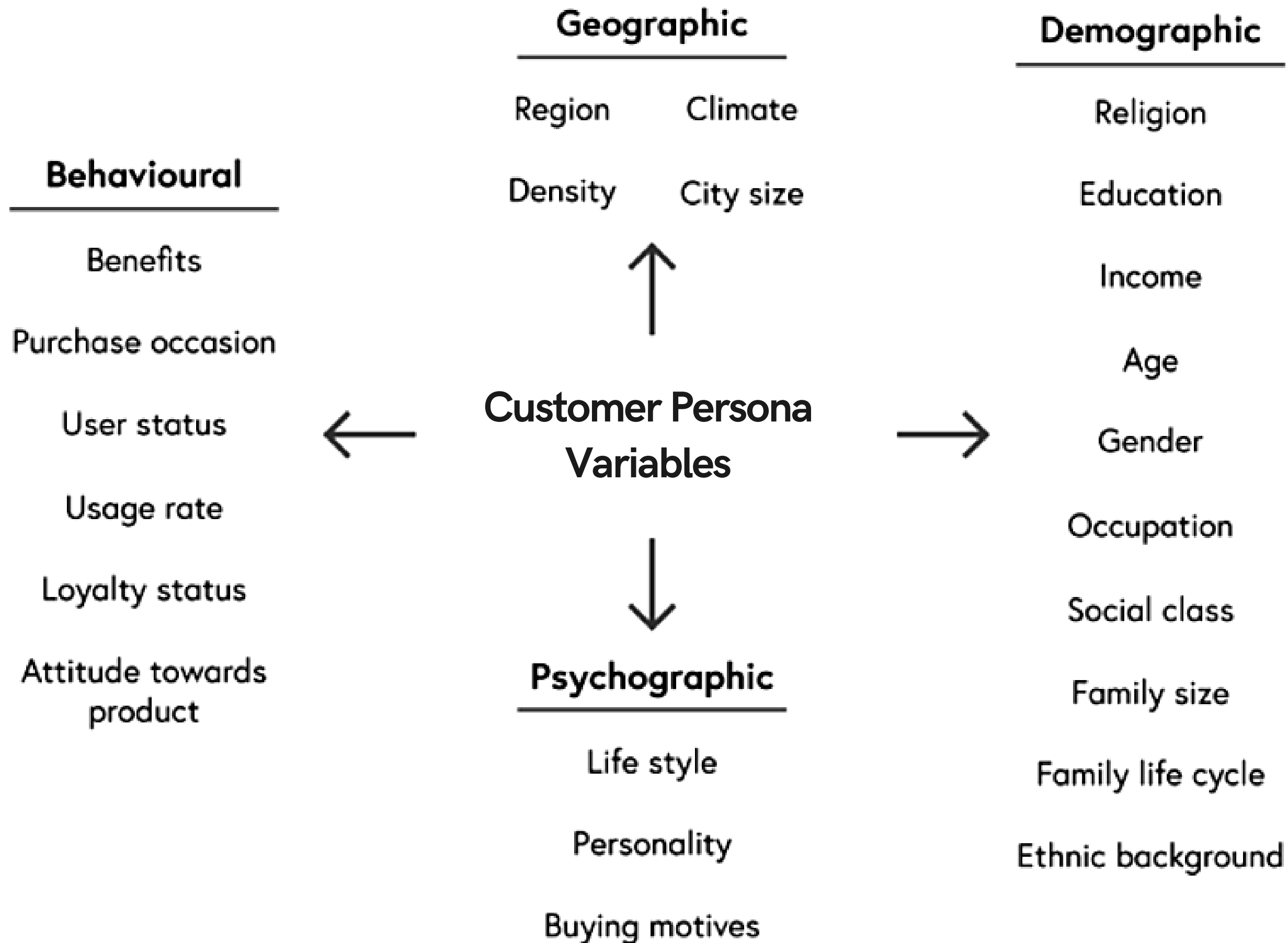


Concentrate on one segment.

*broad
targeting*

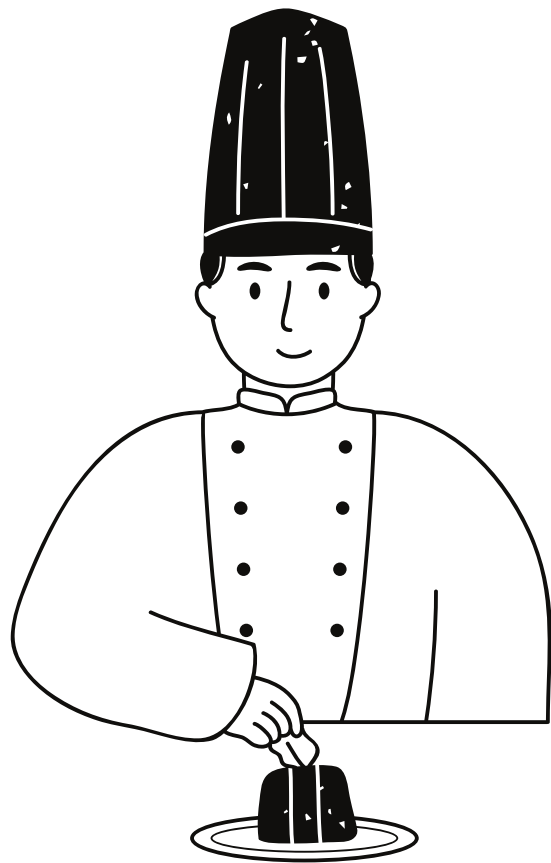


*narrow
targeting*



Case Study

Professional Cake Designer,
creating cakes on-demand only,
specializing in 3D cakes.



George

BASED IN HERAKLION, CRETE

Potential market for cake orders is Crete.

RECORDING TUTORIALS

Opportunities for online revenue, as well as being
invited to conduct seminars.

WELL-KNOWN FOR CHILDREN'S BIRTHDAY CAKES

Generates leads between mothers in local
communities | Word-of-Mouth Marketing

JUST LAUNCHED MY WEBSITE!

Access to wider audience.

Customer Persona 1 | Cake Orders



Mid-High Income

Love Organising Parties

Favourite Brands



Communication Channels

Instagram / Pinterest

Facebook

Articles & Blogs

Word of Mouth

Favourite Motto

"A party without cake is really just a meeting!"

Summary:

Individuals interested to celebrate their children/young relatives b'day

Age: 20-65

Sex: -

Work: -

Family: Kids | Young relatives

Location: Crete

Goals

- Value-for-money
- Visually satisfying, tasty and safe final product
- To offer joy to their kid/relative

Frustrations

- Final product not delivered on time
- Product damaged during transportation

Ideal Personality



HOMework!

CUSTOMER PERSONA 2 | CAKE ORDERS

Business owners (ie. catering/event management companies) in Crete,
who want cakes for kids' parties/events!

CUSTOMER PERSONA 3 | CAKE SEMINARS

Education centers or food distributors in Greece,
who want to conduct seminars for their customers or personnel.

The Value Proposition Canvas

It helps you create value for your customers

Designed for:

Designed by:

On:

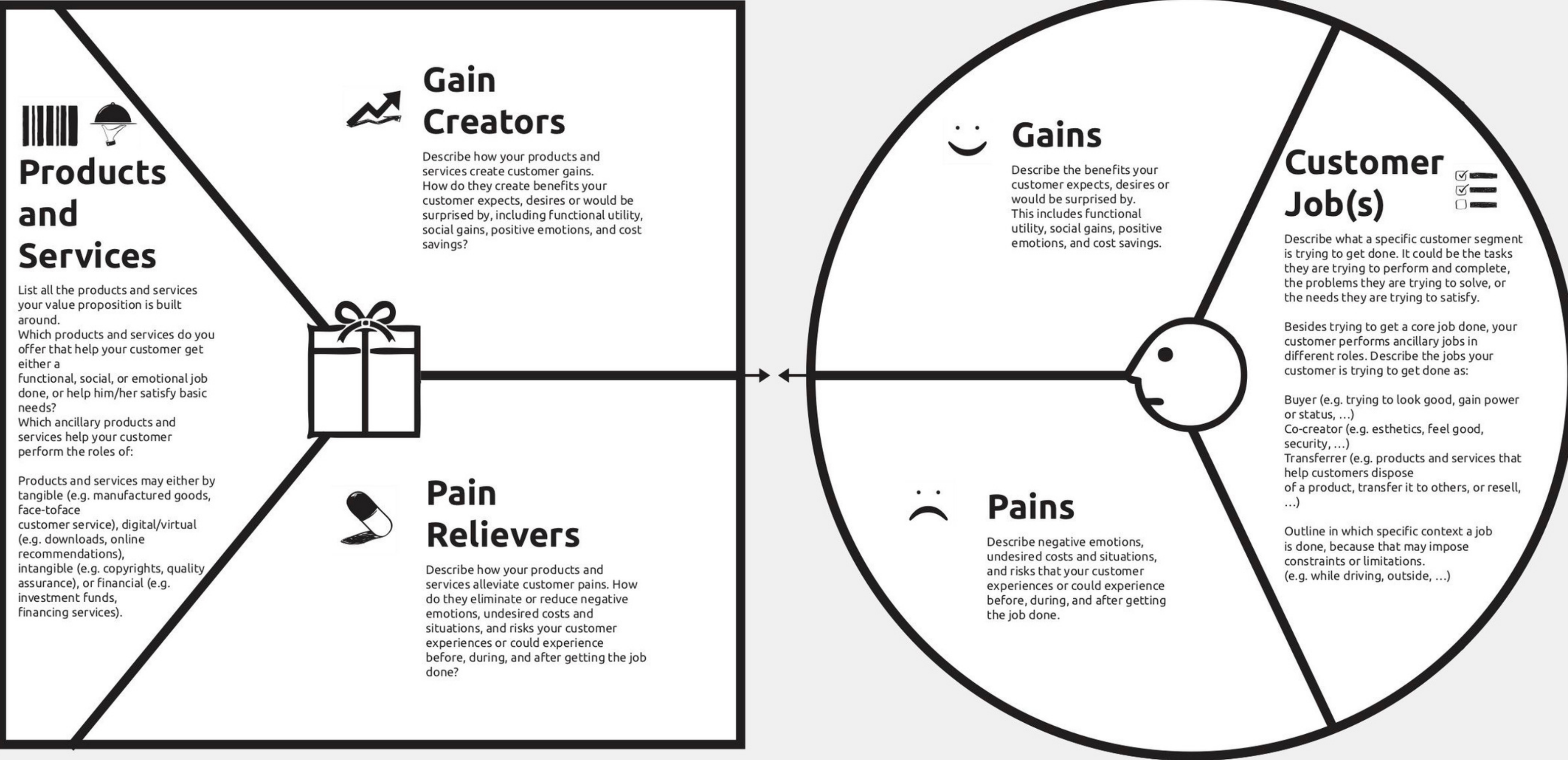
Day

Month

Year

Iteration:

No.



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THANK YOU!

