



ALAN HENNESSY
THE DIGITAL MENTOR

THE PERSONA BUILDER

Understanding your ideal customer



Alan Hennessy
THE DIGITAL MENTOR

www.thedigitalmentor.ie

Home Build Persona



Kate, 26, works as a Pharmacist with a salary of €40k. She lives with her Fiancé, Douglas in Kildare. They have been together for 7 years and are planning to build their new home in 2020.

Kate enjoys keep fit, playing tennis and long distance running.

She works long hours and appreciates spending time with friends and family at the weekends. She's a keen cinema goer and loves live entertainment.

Quote

I get great pleasure from my work and find it very rewarding, although I wish I could spend more time with my Fiancé and friends in my spare time.

Goals

- 1: Find The Right Architect and Builder
- 2: Improve work - live balance
- 3: Get to enjoy the good things in life

Reach/Opportunities

Kate is open to inspirational and aspirational aspects of life and may be reached through this along side a trustworthy & knowledgeable approach to marketing

Frustrations

- 1: Never enough time
- 2: Chaos of HSE management
- 3: Finding trustworthy building contractor
- 4: Too much to organise (Site & House)



Persona Type:



Overview of Persona

Quote

Goals

- 1:
- 2:
- 3:
- 4:

Frustrations

- 1:
- 2:
- 3:
- 4:

Reach/Opportunities



www.thedigitalmentor.ie

@The Digital Mentor



Kate, 26, works as a Pharmacist with a salary of €40k. She lives with her Fiancé, Douglas in Kildare. They have been together for 7 years and are planning to build their new home in 2020.

Kate enjoys keep fit, playing tennis and long distance running.

She works long hours and appreciates spending time with friends and family at the weekends. She's a keen cinema goer and loves live entertainment.

Quote

I get great pleasure from my work and find it very rewarding, although I wish I could spend more time with my Fiancé and friends in my spare time.

Goals

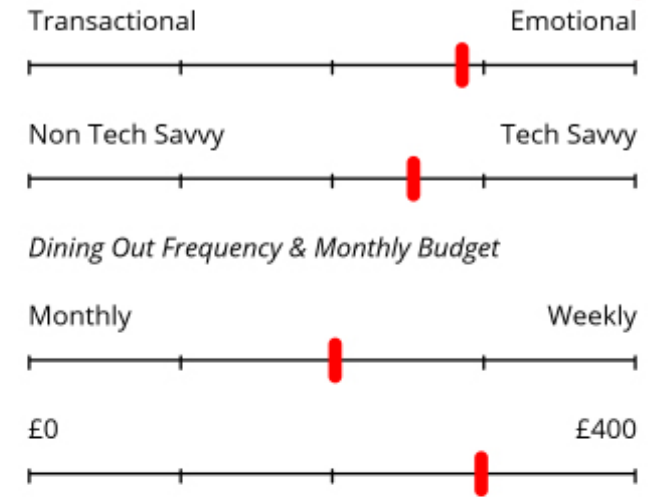
- 1: Find The Right Architect and Builder
- 2: Improve work - live balance
- 3: Get to enjoy the good things in life

Frustrations

- 1: Never enough time
- 2: Chaos of HSE management
- 3: Finding trustworthy building contractor
- 4: Too much to organise (Site & House)

Reach/Opportunities

Kate is open to inspirational and aspirational aspects of life and may be reached through this along side a trustworthy & knowledgeable approach to marketing



Digital Devices

Phone	Tablet	Laptop	Desktop
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Social Platforms

TW	FB	FB Ads	IG	LI	TT
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Persona Type:



ALAN HENNESSY
THE DIGITAL MENTOR



Overview of Persona

Transactional Emotional



Non Tech Savvy Tech Savvy



Dining Out Frequency & Monthly Budget

Monthly Weekly



£0 £400



Digital Devices

Phone	Tablet	Laptop	Desktop
-------	--------	--------	---------

Social Platforms

TW	FB	FB Ads	IG	LI	TT
----	----	--------	----	----	----

Quote

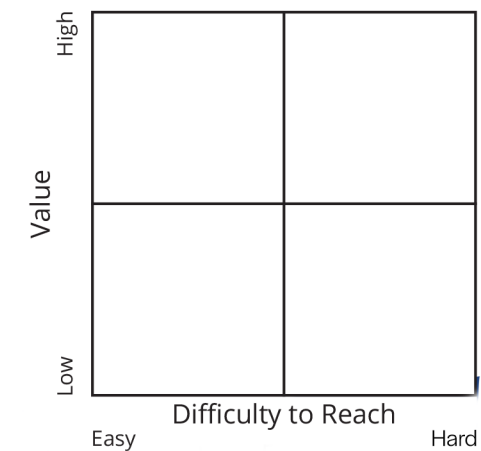
Goals

- 1:
- 2:
- 3:
- 4:

Frustrations

- 1:
- 2:
- 3:
- 4:

Reach/Opportunities





ALAN HENNESSY

THE DIGITAL MENTOR

Alan Hennessy - The Digital Mentor

www.thedigitalmentor.ie

Email: alan@thedigitalmentor.ie

Call: +353 86 845 9960

Helping You Navigate The Digital Landscape

Alan Hennessy
THE DIGITAL MENTOR

