Marketing Persona Examples

The key to marketing success is understanding your customers. What is the best way to empathize with them? You guessed it -- create a persona.

Marketing personas help you:

- Identify needs and wants.
- Develop a common language with your target audience.
- Provide behavioral insight.
- Create targeted content that they will WANT to engage with.

Here are some example persona templates that we've used:

**Persona: Rachel, Small Business Owner**

**Demographics:**
- Age: 30, Married
- $90,000 / year
- Master's degree
- Location: New York

**Goals & Challenges:**
- Open up a new location
- Grow business with better marketing
- Hire more employees to keep up with demand

**How Can We Help:**
- Save time by providing a white-glove funding experience
- Provide proven marketing advice that works
- Connect with real estate partners to help find a new location in NYC
About Clarify Capital:
Clarify Capital is a boutique alternative lending firm. We specialize in working with small and medium-sized businesses who are looking for working capital. Every day Clarify helps businesses find the financing they need to grow and thrive. We pride ourselves on making business lending simple and fully managed for our clients.