



## 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



## Persona: Mike, Dentist

### Demographics:

Age: 40, Married, Has kids  
\$180,000 / year  
PhD  
Location: Midwest

### Goals & Challenges:

- Buying new equipment to replace aging technology
- Improve marketing to bring in more patients
- Needs to lower interest rate on existing debt

### How Can We Help:

- Refinance existing debt to lower payments and interest rate
- Provide proven marketing advice that works
- Guide through the process of equipment financing



## Persona: Frank, Trucking Business Owner

### Demographics:

Age: 45, Married, Has kids  
\$60,000 / year  
Location: Texas

### Goals & Challenges:

- Buying more trucks to grow business
- Hiring more experienced drivers
- Pay for maintenance of existing trucks

### How Can We Help:

- Guide through the process of equipment financing
- Connect with recruiting partners in Texas to help find drivers
- Offer marketing strategies to grow business

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### 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.