

Where to Reach **Your Personas**

In Marketing 101 you learned about your marketing personas – or the types of potential clients you’re marketing to, including their interests, personalities, likes and dislikes, and more. In Marketing 201, you’ll learn how to best reach those personas. And it all starts with knowing where to reach them.

Fill in the chart below for each of your marketing personas and how you will or would like to reach that specific persona using the PESO model.

Persona to Reach:

Example: Local Small Business Owner

Paid

Channel	Pain Point to Address	Cost	Goal
Example: Facebook ad	Example: Need for tax efficiency	Example: \$5 per day for one month	Example: 10 new leads this month

Earned

Channel	Pain Point to Address	Cost	Goal
Example: Local newspaper	Example: We are hosting a small business owner workshop in two weeks.	Example: This is a free workshop that anyone can attend to learn about financial planning for small business owners.	Example: Get three new attendees from newspaper announcement/story

Shared

Channel	Pain Point to Address	Cost	Goal
Example: LinkedIn	Example: We will post asking this question: What is the No. 1 thing you wish you knew before starting a business?	Example: Reply to all comments to continue the conversation, thus getting our name aligned with small business ownership.	Example: Get 10 replies to our question.

Owned

Channel	Pain Point to Address	Cost	Goal
Example: Downloadable Guide	Example: Tax Guide for Small Business Owners	Example: Place behind gated landing page and share access through email and social channels.	Example: Get 10 new leads from this guide

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