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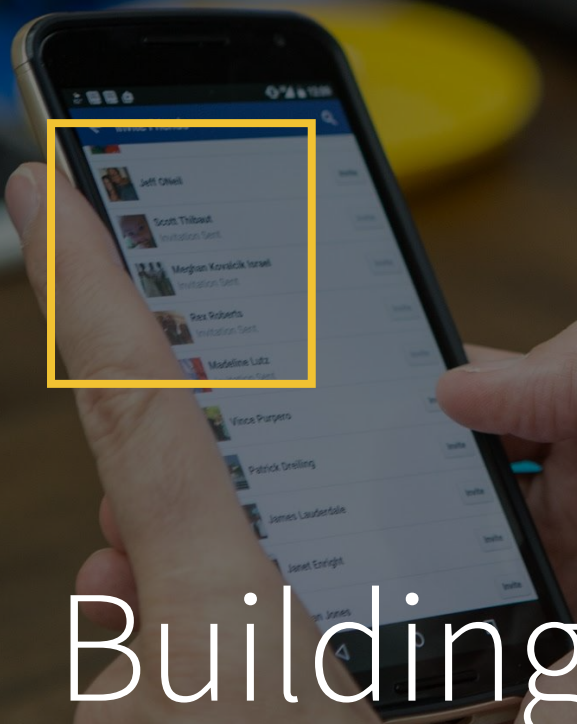
# Growing Your Reach

through Digital Marketing



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*Cru Digital Products and Services*



# Building a Persona

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Building accurate digital audience personas benefits the entire organization. We can produce better content, developers can build a more comprehensive product, and teams can actively target prospects with an interest in the offerings, delivering better results. The following methods can be used to build your personas:



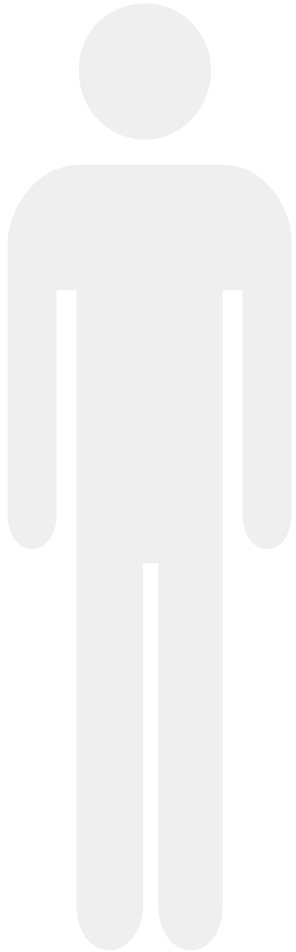
- **Personal interviews** — Face-to-face or online questions about their interests
- **Surveys** — Email or social media questions about habits, challenges & goals
- **Analytics** — Demographics reports can offer insight into the kind of people that visit your website
- **Competitive analysis** — Who is this audience and what's being done to attract them?
- **Market research** — Analysing market data in your industry

# Building a Persona

## Worksheet

**Demographics:** *(the typical characteristic of this audience)* \_\_\_\_\_

**Interests:** *(what motivates them to take action)* \_\_\_\_\_



Age?

Life Status?

Interests?

Challenges?

Goals?

Education?

Cultural Considerations?

Communication?

What Do They Believe?

# Helpful Resources

[cru.org/digitalministry](https://cru.org/digitalministry)



## Cru.org Digital Ministry Page

We've compiled the best of what Cru has to offer in digital ministry to help you get started.

### What you'll find:



Ready-to-use content

Training Videos



Digital Outreach

Apps and Tools



Content Creation Tips

Videography How-To's

**Need More?**

Email us:

**[marketinghelp@cru.org](mailto:marketinghelp@cru.org)**

