



Total Profiles: 26

My Collaborators

+ New Target

My Products

Generate Content

Filter by

Type

Role

Generation

Project

Map



**Bennett**  
female, 48 years old

View

uiux



**Thompson**  
female, 39 years old

View

uiux



**machinist**  
male, 41 years old

View

b2b



**Wednesday**  
female, 44 years old

View

b2c



**lawyer**  
female, 30 years old

View

b2b

Customized



**Marketing Manager**  
female, 32 years old

View

b2b



**Marketing Manager**  
female, 28 years old

View

uiux



**tech ceo**  
female, 27 years old

View

b2b



**CEO**  
female, 41 years old

View

b2b



**CFO**  
male, 54 years old

View

b2b



**SDR**  
female, 23 years old

View

b2b



**Designer**  
female, 27 years old

View

b2b

View More



- Who They Are
- What They Do
- How To Reach Them
- ICP ChatBot
- Customize



## Digital Marketer/SEO

Gen Zers like this are quiet, serious and conscientious. They are selective about their interests and usually prefer to study things in depth or participate in physical/hands-on activities. They generally defer to status and/or authority and root themselves in the past. Friends and family consider them perfectionistic and responsible, and appreciate them because they are easy to get along with. They are fairly cautious about jumping into new experiences, but will happily tag along with close friends. In terms of emotions, they are very generally very private, rarely sharing feelings or reactions with people they don't know very well.

Age: 24  
 Location: urban  
 Education: 4-yr Degree  
 Job: Not Applicable  
 Income Level: Upper Mass Market  
 Role: User/evaluator  
 Country: US

### Needs:

- Be busy
- Be confident
- Be respected

### Nature:

- Reactive
- Very responsible

### Orientation:

- Relationship-oriented

### Decision-Making Process:

- Systematic, but action-averse
- Analytical
- Focuses on concrete, real-world data and application; uses senses to evaluate information

### Favors Group Or Self?

- Group

### Is All About:

- Duty

### Time Focus:

- What *has* happened



## Personality Traits & Characteristics



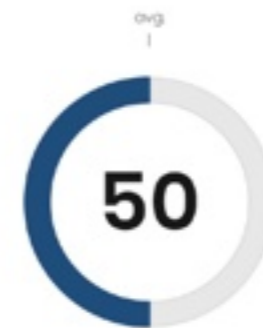
Agreeableness



Openness



Impulse Control



Doing vs. Thinking



Extroversion

## Brands & Lifestyle Choices





# Digital Marketer/SEO

- Who They Are
- What They Do
- How To Reach Them
- ICP ChatBot
- Customize

## Social Media

## eCommerce

## Demographics

### Motivation:

- To keep in touch
- Target: Close friends

### Connections:

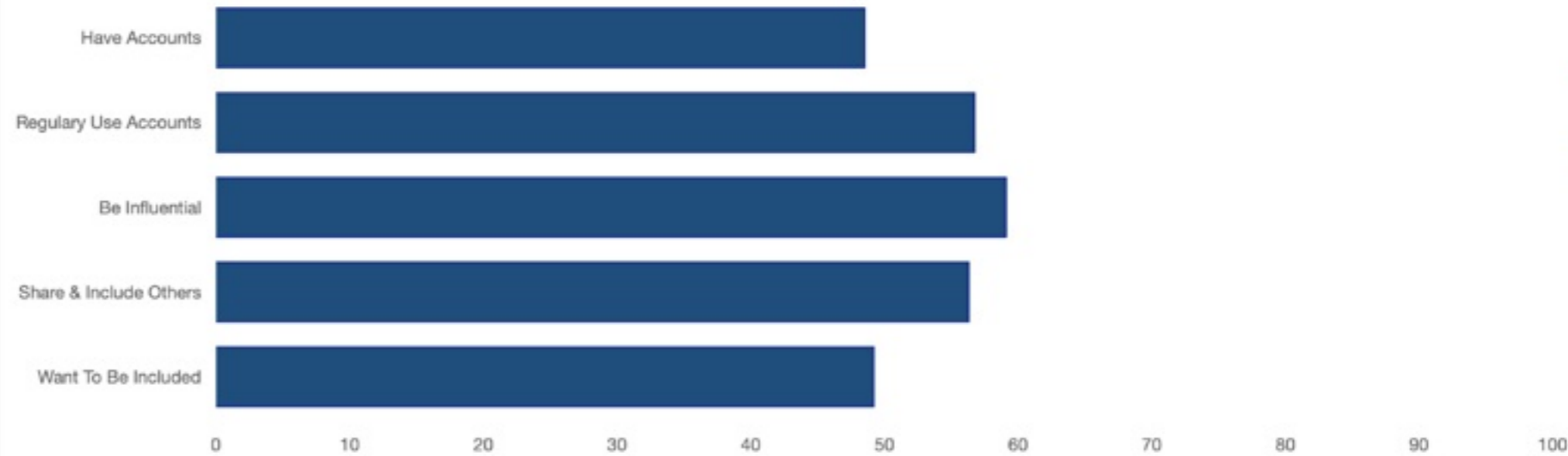
- Type: Transactional/mutually beneficial
- Target: Close friends



### Activities:

- Upload Photos
- Make Positive Comments
- Upload Personal Photos (i.e. Self, Friends, Family, etc.)

### Social Media Tendencies:



### Relationship Interest:



### Open To Interactions?



Follow



Like



Comment



Share

### True North:

- Showing & Telling





# Digital Marketer/SEO

Who They Are

What They Do

How To Reach Them

ICP ChatBot

Customize

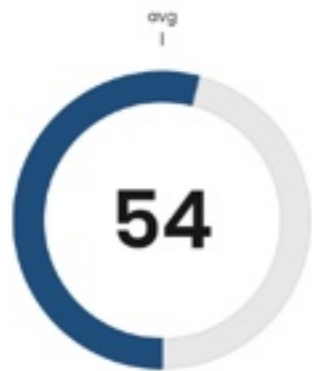
Social Media

**eCommerce**

Demographics

## Primary Shopping Motivations:

- To Enjoy The Experiences
- To Learn Trends
- To Make Own Choices



Tendency To Make Hedonic Purchases



Tendency To Make Utilitarian Purchases

## More Or Less Likely Than Average To:

- Shop Compulsively
- Shop Impulsively
- Buy Name Brands
- Be Brand Loyal
- Self-Identify With Brands
- Be A Brand Evangelist
- Support Brands They Choose
- Take Pleasure In Deals
- Keep Something They Don't Like
- Get Rid Of Something They Like
- Want Help/Advice
- Be Satisfied With Purchases
- Vocalize Purchase Satisfaction



## Purchase Decisions:

- Heart-driven, but cautious
- Wants to make the safe decision

## Looking For:

- Novelty
- Distinctiveness
- Popularity



# Digital Marketer/SEO

Who They Are

What They Do

How To Reach Them

ICP ChatBot

Customize

Social Media

eCommerce

Demographics

## Generation:

- Generation Z

## Snapshot:

- "Social native"
- "Fun & Frugal"

## Attitude Toward Technology:

- Technoholics

## Signature Product:

- On-demand, digital everything

## Communicates Via:

- Social platform w/emojis

## Age Range:

- 18 to 25

## # of Households:

20,901,000

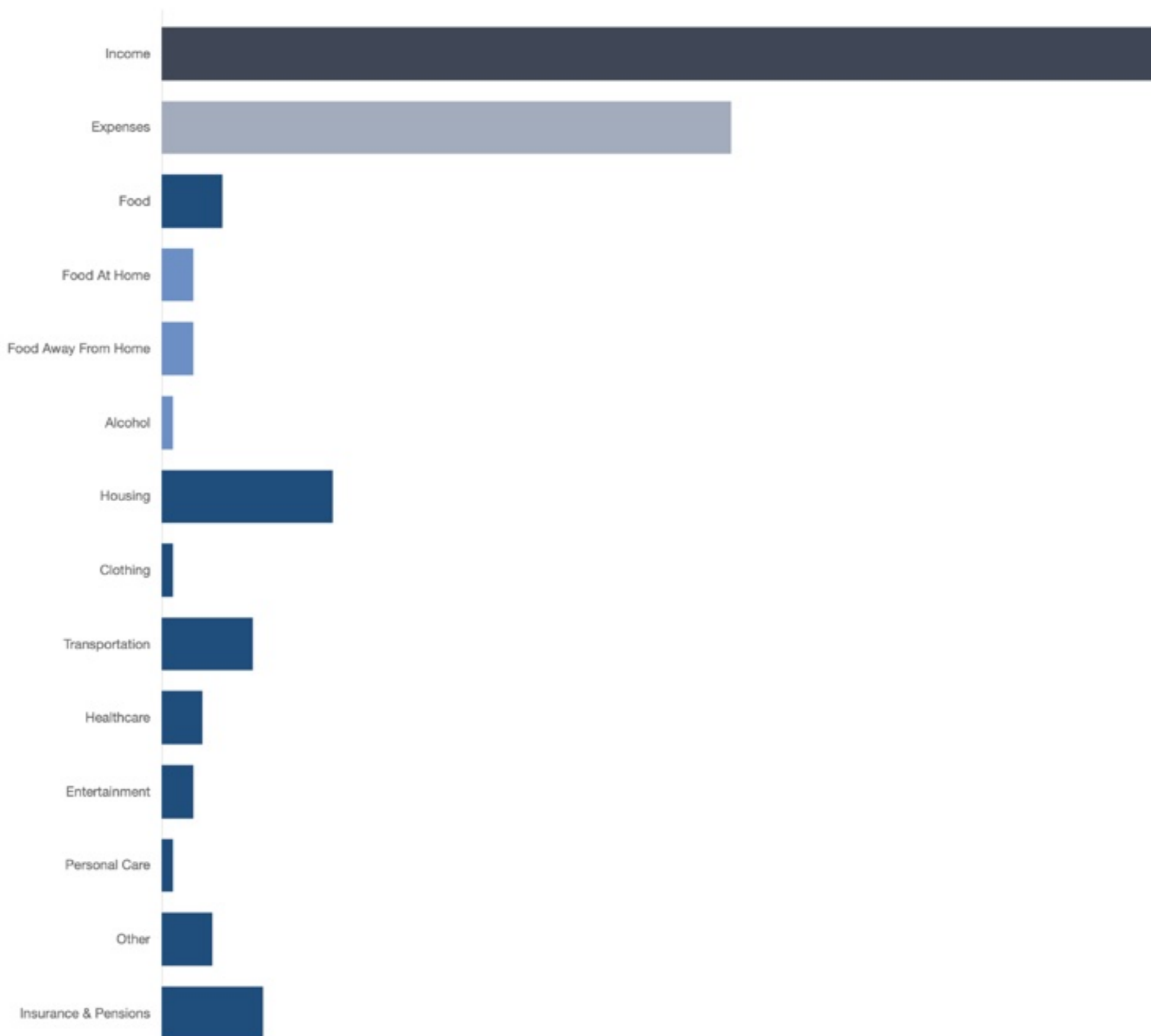
## Average Household Size:

- 2.6

## Childhood:



## Spending As A Percent Of Income By Income Level:





# Digital Marketer/SEO

Who They Are

What They Do

How To Reach Them

ICP ChatBot

Customize

Social Media

eCommerce

Demographics

## Generation:

- Generation Z

## Snapshot:

- "Social native"
- "Fun & Frugal"

## Attitude Toward Technology:

- Technoholics

## Signature Product:

- On-demand, digital everything

## Communicates Via:

- Social platform w/emojis

## Age Range:

- 18 to 25

## # of Households:

20,901,000

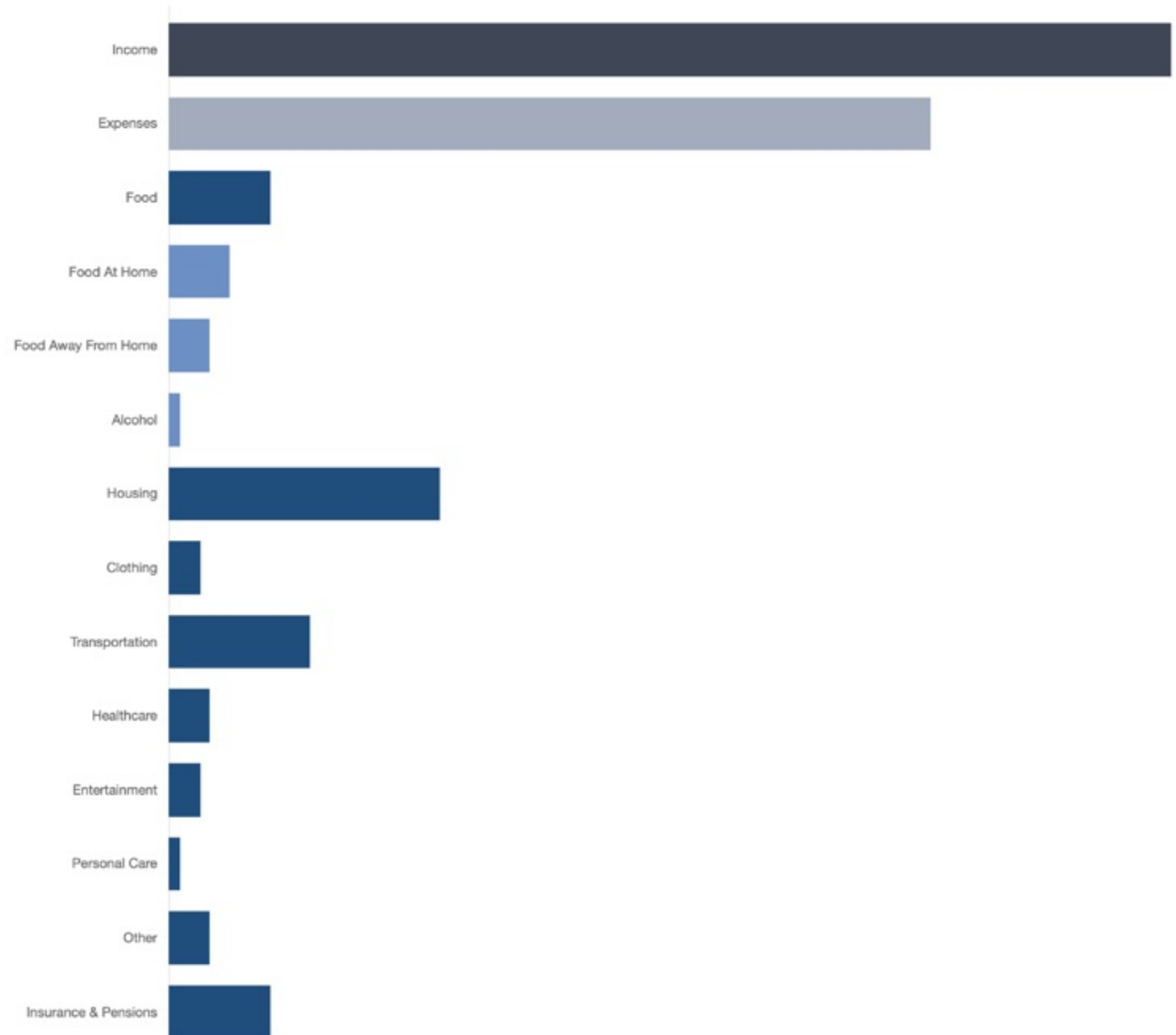
## Average Household Size:

- 2.6

## Childhood:



## Spending As A Percent Of Income By Age:





# Digital Marketer/SEO

Who They Are

What They Do

How To Reach Them

ICP ChatBot

Customize

Messaging

Funnel

Branding

## Voice:

- Authority

## Tone:

- Sincere
- Competent
- Rugged

## Grammar & Punctuation:

- Proper grammar, punctuation; respectful

## Use Emojis?

- Sparingly

## Stress:

1. Safe & Effective
2. Innovative
3. Novel/New

## Highlight:

- Overall Utility

## Quote/Reference:

- Experts

## Use FOMO?

- No FOMO

## Messaging Subtext:

- Show them there is a clear process



## Suggested Subject Lines:

### 1. Data/technical

ex: Why personality-based headlines are 46% more effective

*template: Why [PRODUCT BENEFIT] is [STATISTICAL IMPACT] [BETTER, FASTER, OR CHEAPER]*

ex: Hubspot research proves personality-based headlines perform better

*template: The [SUBJECT MATTER EXPERT] proven way to [KEY FINDING] [RELATED USE CASE]*

### 2. Fast, easy pain relief

ex: An easy way to write better headlines in less time

*template: An easy way to make the pain of [INDUSTRY-SPECIFIC PAIN POINT] go away*

ex: The antidote to ineffective headlines

*template: The [ANTIDOTE, SOLUTION, FIX FOR, ETC.] to [CUSTOMER PAIN POINT]*

### 3. Voices of authority say...

ex: The lesson I learned from the world's best headline writer

*template: The [PRODUCT-RELATED INDUSTRY] lesson I learned from [AN EXPERT OR INFLUENCER] in [A RELATED INDUSTRY]]*

ex: This is what Gary Vaynerchuk has to say about writing high-converting headlines

*template: This is what [INFLUENCER OR EXPERT] has to say about [USE CASE OR KEY PRODUCT BENEFIT]*



Keyword Usage  
Less Specific To More Specific



### Digital Marketer/SEO

Who They Are

What They Do

How To Reach Them

ICP ChatBot

Customize

Messaging

Funnel

Branding

### By Stage:

#### Awareness

##### Owner

- Mkt.

##### KPIs

- Site Traffic, Ad Impressions, Keyword Searches, Inbound Links, Fans, Followers, Cold Open Rates

##### Buyer Questions

- *Do I have a problem I need to solve?*
- *Is there something I want? Or see that others have?*

##### Suggested

- Ads
- Blog Posts
- Cold Outreach
- Paid Search
- Quizzes
- SEO
- Social Media
- Tips, Hacks & Insider Perspectives
- Videos (Informational)

#### Interest

#### Consideration

#### Decision

#### Loyalty & Retention





### Digital Marketer/SEO

Who They Are

What They Do

How To Reach Them

ICP ChatBot

Customize

Messaging

Funnel

Branding

### By Stage:

#### Awareness

#### Interest

#### Owner

#### KPIs

#### Buyer Questions

#### Suggested

- Mkt.
- Sales

- Page Views (Product), Bounce Rates, Time-On-Site, Click-Through Rates, Likes, Shares, Follows, Opt Ins, Demos (Virtual or IRL)

- *What products or services exist to satisfy my need or solve my problem?*
- *How do others satisfy this need or solve this problem?*
- *What will happen if I satisfy my need or solve my problem?*
- *Are there a lot of choices? Or are options more limited?*

- Assessments
- Blog Posts
- Events
- FAQs
- Landing Pages
- Paid Search
- Sampling
- SEO
- Social Media
- Videos (Informational)

#### Consideration

#### Decision

#### Loyalty & Retention



## Digital Marketer/SEO

Who They Are

What They Do

How To Reach Them

ICP ChatBot

Customize

Messaging

Funnel

Branding

### By Stage:

Awareness



Interest



Consideration



#### Owner

#### KPIs

#### Buyer Questions

#### Suggested

- Mkt.
- Sales
- Page Views (Product), Page Views (Process), Page Views (Use Cases), Page Views (Pricing), Page Views (FAQ), Bounce Rates, Time-On-Site, Click-Through Rates, Shares, Opt Ins, Re-targeting, Demos (Virtual or IRL)

- *Which options do I like?*
- *Which brands do I like?*
- *Which brands do I trust?*
- *What are the features and benefits of each brand?*
- *What do others say about these brands?*
- *Which brands can I see myself using?*
- *What is the cost?*

- Demos
- Events With An Informational Theme
- FAQs
- Landing Pages
- Pricing Pages
- Product Pages
- Videos (Informational)

Decision



Loyalty & Retention





# Digital Marketer/SEO

Who They Are

What They Do

How To Reach Them

ICP ChatBot

Customize

Messaging

Funnel

Branding

## By Stage:

Awareness

Interest

Consideration

Decision

### Owner

- Sales
- Mkt.
- CS

### KPIs

- Purchase Orders, Invoices, Sales

### Buyer Questions

- *Which brand do I choose?*
- *What are the return policies and warranties?*
- *Can I customize any features to better fit my needs?*
- *What is the support like after purchase?*
- *How quickly can I get the brand's product or start its service?*

### Suggested

- Demos
- Tips, Hacks & Insider Perspectives

Loyalty & Retention



### Digital Marketer/SEO

Who They Are

What They Do

How To Reach Them

ICP ChatBot

Customize

Messaging

Funnel

Branding

### By Stage:

Awareness

Interest

Consideration

Decision

Loyalty & Retention

#### Owner

- CS
- Mkt.
- Sales

#### KPIs

- Usage (Volume, Frequency), Churn, Upsells, Page Views (How Tos, Learning Center, etc.), Page Views (Product Upgrades), Click-Through Rates, Shares, Referrals

#### Buyer Questions

- *How do I get the most out of this purchase?*
- *Who do I contact for support if something goes wrong?*
- *Are there updates or upgrades available?*
- *What additional products or services does the company offer?*
- *How does the company reward loyalty or long-term customers?*

#### Suggested

- Best Practices Emails
- FAQs
- Help Desk Notifications
- Loyalty Offers
- Satisfaction Surveys
- Social Media
- Support Articles
- User Communities
- Warranties



### Digital Marketer/SEO

Who They Are

What They Do

How To Reach Them

ICP ChatBot

Customize

Messaging

Funnel

Branding

### Preferred Brand Qualities



Active



Emotional



Innovative



Traditional



Honest

### Brand Archetypes:

1. Magician
2. Caregiver
3. Sage



#### The Magician

#### Description:

- Magician brands are all about discovering the fundamental laws of the universe

#### Satisfies Need For:

- Mastery & Belonging

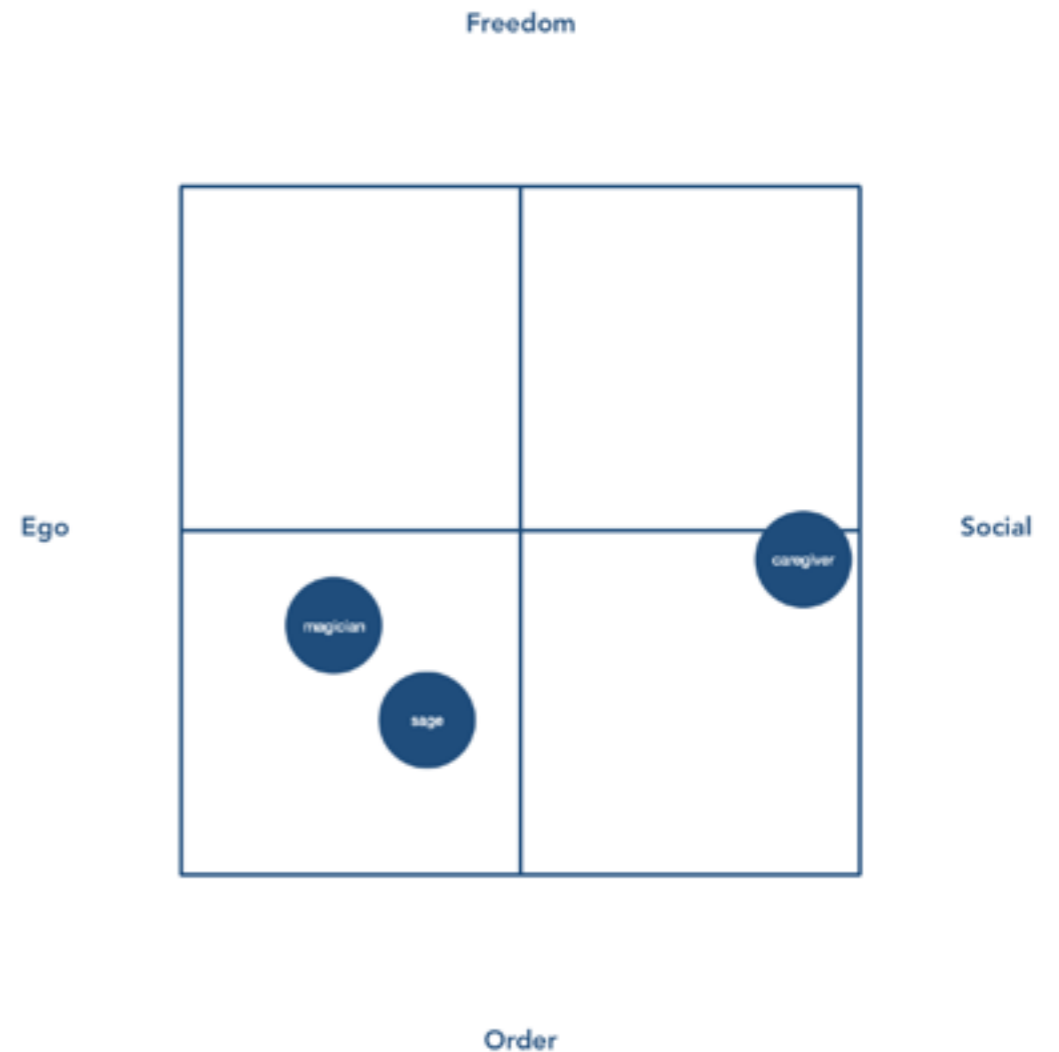
#### Archetype Family:

- Ego

#### Key Values:

- "secret knowledge," radical transformations, wonder

#### Colors:





## Digital Marketer/SEO

Who They Are

What They Do

How To Reach Them

ICP ChatBot

Customize

What would you like to chat about?

How do you spend your weekends?

I spend my weekends studying SEO techniques, analyzing digital marketing trends, reading industry blogs, and staying updated on the latest algorithms. I also enjoy playing Xbox, hanging out with a close group of friends, and trying new coffee flavors at Starbucks.

What kinds of Xbox games do you like?

I enjoy playing a variety of Xbox games, including action-adventure games like "Assassin's Creed", first-person shooters like "Call of Duty", and sports games like "FIFA".

Type here and hit "enter"

**Warning:** Response times can vary depending on answer complexity, site traffic and other factors. Always check responses as AI can hallucinate, get facts wrong, be insensitive, or just stop generating mid-stream. We have done our best to control for these rarities, but... you know... it still happens, so please keep this in mind when using this tool.