



Fáilte Ireland

National Tourism Development Authority

CUSTOMER PERSONAS

COVID-19 SALES & MARKETING FOR RECOVERY DRIVING DOMESTIC SALES

Attention | Interest | Desire | Reassure | Action





INTRODUCTION

This document is part of a suite of supports under Boosting Sales with Social Media for driving domestic business.

This document supports **video 1 (Creating and Planning the Campaign)** and will act as a support to you when creating a social media campaign that drives sales of your offers (including selling at destination and business level).

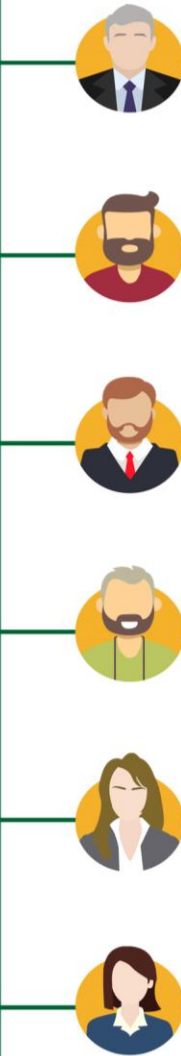




CREATE YOUR PERSONAS

Think of someone who represents a typical guest or customer. It helps if they are a real person!

DEMOGRAPHIC INFORMATION	
<input type="text" value="Name"/>	<input type="text" value="Age Group"/>
<input type="text" value="Location"/>	<input type="text" value="Life Stage"/>
1. What do they know now? <i>About what your business offers</i>	
2. What do they need to know tomorrow? <i>Features of what you offer that might appeal to them</i>	
3. What are their blockers? <i>What can stop them booking?</i>	
4. Emotional keyword <i>E.g. joy, stress, fear, ease, etc.</i>	
5. Social media platform? <i>Where they are most likely to be active</i>	



Now go back and do this again for another persona. Typically you will find you have 2-3 main personas.