



Personas

Influencer App

Example Company





Chad, 21

ACCIDENTAL INFLUENCER

PERSONAL DETAILS

- Irish
- BC Grad
- Works for Morgan Stanley

ABOUT

Plays paddle/squash

Has a girlfriend that he keeps hidden

PATTERNS & BEHAVIORS

Goes to Faneuil Hall for beers

Is at the gym 5-6 days per week

Takes shirtless pics and posts them all over social media



Karen, 39

AVERAGE JILL/LURKER

PERSONAL DETAILS

- Cat lady

ABOUT

Was cheated on and is now divorced

Lives alone with all her cats

Has FOMO, always seeing what everyone is up to on social media

PATTERNS & BEHAVIORS

Follows a lot of people, but she only has a few followers



Frank, 56

BUSINESS OWNER

PERSONAL DETAILS

- Boston
- Nickname: "Frustrated Frank"

ABOUT

Has owned multiple restaurants for a long time. Well-known.

Skeptical of social media, uses an old iPhone 8. Believes in word of mouth as his only marketing strategy due to its success in the past.

His son runs all of the restaurant's social media accounts.

PATTERNS & BEHAVIORS

Uses open table reports for bookings, frustrated with the cost



Mark, 50

CELEBRITY INFLUENCER

PERSONAL DETAILS

- Actor (in movies)
- Business owner

ABOUT

Wealthy, has a team of people around him

Huge social media following

Opens businesses and does partnerships: car dealership, gym, etc.

PATTERNS & BEHAVIORS

Does not care for Sparkup



Anna, 30

HUNTER

PERSONAL DETAILS

- Works at Hubspot
- From out of state

ABOUT

Enjoys dressing up on the weekends and going out with friends

She is into older, wealthy gentlemen

Gold digger

PATTERNS & BEHAVIORS

Heavy Instagram user

Frequently visits Mastio's/Abe & Louies

Spends a lot of time gleaning info about others on social media



Jess, 25

INTENTIONAL INFLUENCER

PERSONAL DETAILS

- Works for a magazine
- Aspiring makeup model

ABOUT

Her morning routine is her religion, likes to post about it

Loves makeup and is trying to promote brands

Tried Onlyfans, but didn't like it

PATTERNS & BEHAVIORS

Is on Instagram all day long

Participates in #ThirstTrapThursday

Has low engagement, buys followers and likes



Glenn, 44

PERSONAL BRAND

PERSONAL DETAILS

- Bartender

ABOUT

Likeable, people text him to see when he will be working

Promotes the business he works for and promotes himself.

Popular Instagram

PATTERNS & BEHAVIORS

Big text guy, gives out his personal phone number



Robby, 38

SOCIAL BUTTERFLY

PERSONAL DETAILS

- Realtor

ABOUT

Plays golf for pleasure and business.

Wears suits day and night, always ready to hand out his business card.

His business success can be attributed to his social media usage and reputation.

PATTERNS & BEHAVIORS

Posts his listings on FB, Craigslist, and Zillow

Often brags to others about his life

Fun-loving, approachable. Likes to chat with the bartender.



Thank you!

