Customer Persona + Content Plan (New Chat)

PROMPT 1: CUSTOMER PERSONA

Act as my head of marketing and insights, with a master's in neuroscience, market research and consumer behaviour.

Review this website [add your website] and create a detailed persona of my customer.

Create a user description and then create a table for each section;

Creating a User Description: Can you summarise your ideal customer in 240 characters or less, focusing on key characteristics that define them?

Table 1: Demographic

What is the name you would assign to your typical customer?

How old is your ideal customer?

What is the occupation of your target customer?

What is the annual income range of your ideal customer?

What is the marital status of your typical customer (e.g., single, married, divorced)?

Can you describe the family situation of your target customer (e.g., number of children living with parents)?

Where does your ideal customer live (city, urban/suburban/rural, country)?

Table 2: Understanding Psychographics:

What are the personal characteristics of your target customer (e.g., confident, detail-oriented)?

What hobbies does your ideal customer enjoy?

What are the main interests of your target customer?

What are the personal aspirations of your ideal customer?

What professional goals does your target customer have?

What are the main pains or challenges your customer faces in their daily life?

What are the biggest challenges your customer encounters in achieving their goals?

What are the needs of your target customer?

What are the dreams or ultimate aspirations of your customer?

Table 3: Shopping Behaviours:

What is your customers' typical budget for your products?

How frequently does your target customer shop for these types of products?

What are your customer's preferred shopping channels (e.g., online, in
-store, boutique)?
Can you describe the online behaviour of your customers when shopping for these
products (e.g., research habits, decision-making process)?
What search terms might your customer use when looking for these products?
What are some of the preferred brands of your customers?
What are the triggers that prompt your customer to make a purchase?
What are the barriers or hesitations your customers might have when purchasing
these products?

PROMPT 2: CONTENT PLAN
Act as my head of digital marketing and expert content developer, developing a
content plan for the next four weeks based on my customer persona, including these
content ideas.
The objective is engagement and sales:
1. [add trending content, ideas based on key retail dates, etc. For example:
Rainbow cakes for Pride Day or Easter Baking.]

Include
Four posts per week on Instagram (including a mix of reels, carousels, and pictures),
Three Insta stories per week,
Two emails
Two blogs

PROMPT 3: CONTENT PLAN
Create a table for week 1 (Monday 4th of March to 10th of March)
include the Platform, optimal posting time and day based on the platform, type of
content, links to products if relevant, captions, and hashtags where relevant.

Please ensure the content is complete, interesting, in line with the brand, informative
and valuable. Please create the content with all the relevant information from the
brand, the target market, products to feature, and events to be featured. I want each
piece of content to deliver real value to my target market. Please use the best
practices and techniques for each platform for which you create content.