

Target Audience and Customer Persona

BSK digital: Content Writing Service/ agency

Name: BSK Content
Writing

Target audience

Startups and businesses looking to write blog posts/articles, web content, SEO content, and posts.

It includes startups, freelancers, and marketers with their own idea who need content-related help.

Business Owners who want to do branding and need the latest company profiles like SWOT analysis, Buyer Persona, and Pitch Deck.

Age

Age anywhere between 20-60 years.

Gender

Any gender, Male and Female

Education

Any education/certification like IT, Digital marketing, or bloggers.

Income

18 to 24K /annum

Goals and motivations

Startups, freelancers, and marketers have their own idea. They need help to make it a reality by writing content for them.

Frustrations

Have a business plan and website, ready to go but struggling with the right choice of words. Struggle with how to create an online presence.

Attitude towards

technology

Good as the target audience is startups, freelancers, and bloggers, so most of the work is done through the internet, laptops, and computers.

Keywords to describe the

buyer

Startup business

Entrepreneur

Freelancers

Marketer

Bloggers

Business owners

Preferred channels?

Online

Brands they like/ follow

Interested in eBook writing and reading.

Love to explore different blogs.

Love reading.

Interested in new branding ideas.

Interested in new market trends.

Establish Business Owners with the goals of the new branding.

Lifestyle

Excited, Motivated, and full of energy, a new & established entrepreneur with lots of enthusiasm.

Nature of work

Company website related to any topic like health, automobile, or travel website.

New bloggers and new blogs need blog posts to show their presence.

Personality

Strong, motivated, and confident. Have a clear vision and idea.