



persona interviews

instrumenten om gesprek te voeren

wat zijn persona's?



Stationary SELF-RELIANT
RESOURCESFUL
INTELLIGENT
BUSY front desk
GREETING

-ADA-
RECEPTIONIST



TECHIE AGGREGATOR
SAVVY
EDUCATED MOBILE
PROFITER
STARTUP
Self serving

-ANDRE-
DEVELOPER



MANAGER SELF-RELIANT
Advanced SMART
PROBLEM SOLVER
MARKETING
SAVVY
expert
CREATIVE

-MARIO-
STUDIO CONSULTANT



ADVANCED smart
ASPIRES office
SOCIAL INEFFICIENT
edu- ppa BUSY

-ELIZA-
PR. MANAGER



Persona name

Amanda

Industry, geographic or other segments

B2B

Roles

Digital Marketing Manager, Marketing Manager, Agency Owner

Reports to

VP Marketing or Agency Owner

Education

Bachelors in Marketing, Advertising, Communications, or equivalent experience

Solutions, Sales Play or Campaign

Email Marketing

MY RESPONSIBILITIES

- Effective planning and implementation of marketing content
- Establishing and adjusting strategies to meet goals
- Engaging in business partner relationships with clients and/or cross- functional resources
- Project management, executing reporting and presenting results
- Delivering work product and staying current with industry standards and trends.

HOW I AM EVALUATED

- Knowledge of marketing project workflow process and digital process lifecycle
- Attention to detail and accuracy
- Quality of written, presentation and verbal communication skills
- Knowledge of digital and social media analytics
- Budget management, metrics and reporting, especially demand generation
- Ability to work as a member of a persuasive and effective member of a team

INFORMATION RESOURCES I TRUST

- Business professionals (peers)
- Consultants
- Internet / websites
- Business social media
- Events / conferences
- Personal social media

hoe komen we van
persona naar aanpak?









The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
Cost Structure 	Key Resources 		Channels 	



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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

 **Strategyzer**
strategyzer.com

STRATEGIC PARTNERS



KEY ACTIVITIES



VALUE PROPOSITION



CUSTOMER RELATIONSHIP



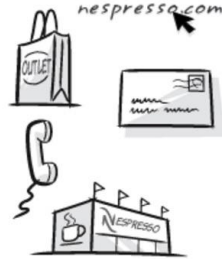
CUSTOMER SEGMENT



KEY RESOURCES



DISTRIBUTION CHANNELS



COST



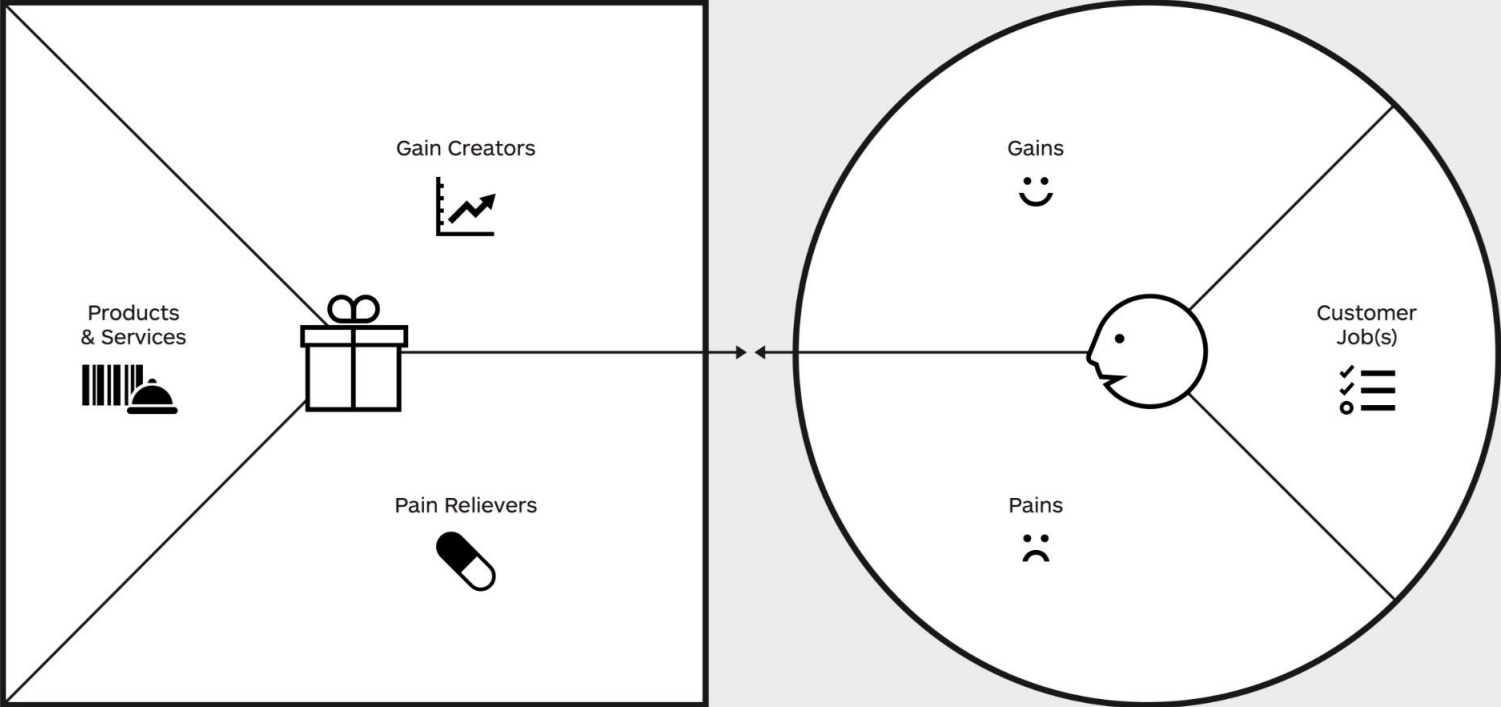
REVENUES



The Value Proposition Canvas

Value Proposition

Customer Segment



interview technieken

hoeveel van je inkomen besteed je aan...?



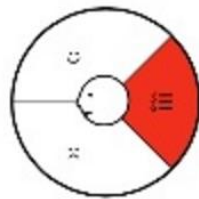
Hoe ziet je dag er gemiddeld uit?



Het Value Proposition Canvas



Klantprofiel



Beantwoorden voor je gaat beginnen

Hoe verdelen we de doelgroepen?

Hoe definiëren we de klantvraag voor dit project?

Hoe voeren we over die klantvraag het beste een gesprek, de doelgroep indachtig houdend?