

# Persona Segmentation Workshop

Our persona development workshop is designed to align your demographic, behavioral, and psychographic data into audience segments that share the same pain points, challenges, and goals, so that your association can improve member engagement and recruitment.



## What you get

- 30-minute educational presentation
- 2-hour workshop
- 1 persona matrix PDF
- 1 completed persona profile PDF
- 1 Persona Segmentation Workbook (reusable)
- Ongoing access to our subject matter experts
- Guidance on activating your segments

## Ways to leverage personas

- Segmentation strategy
- Lead nurturing campaigns
- Program building & content creation
- Marketing strategy & planning
- Personalization
- Dynamic digital content
- Account Based Marketing (ABM)
- Sales strategy

## Benefits

- Customize your member experiences
- Increase engagement metrics
- Grow into new markets
- Build your content marketing strategy
- Support program development
- Report out by audiences

## Comparison

