



Demographics

Age
Gender
Marital Status
Income
Location
Number of Dependants
Level of Education

Psychographics

Interests
Habits
Attitudes
Emotions
Preferences

CUSTOMER PERSONA



Background / Demographics

- **Age:** 28
- **Location:** San Francisco, CA
- **Education:** BA in Marketing
- **Job:** Marketing Manager
- **Career Path:** Started in digital marketing, now focused on brand strategy and sustainability initiatives
- **Income:** \$85k
- **Family:** Lives with a partner, no kids
- **Lifestyle:** Enjoys city living, traveling, and supporting ethical brands

Goals

- Find stylish, eco-friendly products
- Support ethical brands without sacrificing quality or convenience
- Share her values with her social circle and encourage responsible consumerism



Challenges

- Greenwashing—many brands claim to be sustainable but aren't truly ethical
- Finding trusted sources that recommend genuine sustainable brands
- Balancing budget with eco-conscious choices

Identifiers

- **Communication Preferences:** Prefers email newsletters with well-researched content, follows thought leaders in sustainability
- **Social Media Platforms:** Instagram, LinkedIn, and Pinterest
- **Preferred Content:** Short-form educational videos, blog posts about sustainable lifestyle choices, and influencer collaborations



Real Quotes

- "I want to support brands that align with my values, but I don't always know which ones are truly sustainable."
- "I love brands with minimalistic designs and clear messaging—too much clutter turns me away."
- "If a product makes my life easier and aligns with my ethics, I don't mind paying a premium."

Marketing Message

- We help conscious consumers like Emily make informed, ethical choices without compromising on quality or style. With clear sustainability insights and a curated selection of modern, eco-friendly products, we make it easier to shop responsibly and live your values every day.



To Help Emily Achieve Her Goals

- Provide clear, transparent information about sustainability efforts
- Feature minimalistic and high-quality product design
- Create community-driven initiatives that align with her values

To Help Emily Overcome Her Challenges

- Offer educational content that distinguishes real sustainability efforts from greenwashing
- Showcase third-party certifications and ethical sourcing details
- Simplify purchasing decisions with curated eco-friendly selections