Audience Insight Framework

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A framework for using audience research to build more useful customer insights.

What this guide covers

- Gather information about audience needs and behavior.
- Organize research into usable audience profiles.
- Avoid personas assembled without customer evidence.

Who this is for

For creators and marketers planning content for a specific audience.

Putting the ideas to use

Review an existing persona against the customer evidence available.

Book details

Format: Guide. Pages: 31. Words: 3037.

Download availability: After payment, download the complete ZIP package or the included PDF separately.