

Antelope Inc.  
SMARTER SOCIAL MEDIA



# The AI Customer Persona Framework

antelopeinc

# The AI Customer Persona Framework

The AI Customer Persona Framework is a process to curate data and build a powerful picture of your customer using artificial intelligence.

These personas will be an invaluable asset to help you understand your customer's unique pain points, while giving AI deep context to create varied and meaningful content.

In this presentation, we'll explain more about customer personas and how you can build them using free online research tools and artificial intelligence.



# What is a Customer Persona?

One of the most time honored and battle tested tools in the marketer's toolbox is the "customer persona".

A persona (sometimes referred to as an avatar) is a fictional representation of the ideal customer of a business.

Personas typically use some sort of demographic and psychographic profiling to get a deeper understanding of a customer's preferences, behaviors and goals.

These personas can then be used to help marketers empathize with potential customers to make their work more relevant and effective.



# What is a Customer Persona?

A quick Google search will provide countless examples of approaches and templates for building customer personas, which range in complexity.

Generally, these personas are given a memorable name with details about their customer preferences:

## Loyal Lola



Gender: Female  
 Age: 37  
 Education: Bachelor's  
 Occupation: Marketing Analyst  
 Marital Status: Single  
 Location: Suburbs

### Description

Loyal Lola is a female in her late-30s who has worked for a small business (SMB) for more than a decade. She's happily married, lives in the suburbs, enjoys taking an annual family vacation, and has a strong network of analyst professionals and entrepreneurs to meet new people. She sticks with brands she trusts.

**Background:**  
 \*Staff Accountant at Founder Accounting  
 \*Completed his undergraduate degree at Penn State and his masters at Cornell University  
 \*Has a serious girlfriend and two dogs (a Labrador retriever and a pug mix)

**Demographics:**  
 \*Male  
 \*Age 34  
 \*Annual HH income: \$125,000  
 \*Lives in a townhouse-style condo in an urban area

**Goals:**  
 \*Become a senior accountant within 3-5 years  
 \*Achieve a salary of \$80,000 so that he can purchase a single family home  
 \*Network aggressively in order to build professional contacts

## Tommy Technology



**Hobbies & Interests:**  
 \*Running 5K races with his girlfriend  
 \*Watching Game of Thrones  
 \*Going out to brunch with other young couples  
 \*Taking one nice vacation a year to established tourist destinations

## Sarah

*A bride in her mid to late twenties, located in the Southern United States. She's having a winter wedding and has five bridesmaids and groomsmen in her wedding party.*

<b>Goals</b>	To find bouquets, decorative flower arrangements, and boutonnieres for her wedding.
<b>Challenges</b>	She doesn't know where to start with finding the right winter flowers in her color scheme and within her budget. She also has very little time to spend on flower selection.
<b>Purchase Behavior</b>	She's purchased a floral arrangement for Mother's Day within the last few years and signed up for myemail list.
<b>Interests &amp; Hobbies</b>	Skiing, hiking, and other outdoor activities. She spends the majority of her time online reading the news and posting photos on Instagram.
<b>Benefits of my product</b>	Since we offer all-in-one services, we take all the pressure off of Sarah and make the arrangement process easy. We also offer packages to meet a wide variety of budgets.

**Biggest Fears:**  
 \*Getting stuck in a job and not advancing up the corporate ladder as quickly as he'd like  
 \*Economic recessions that mean he'll never be able to retire  
 \*Life passing him by too quickly

# The Challenge With Customer Personas

While personas sound great in theory, in practice, they can be difficult to use effectively.

Small businesses might not have the bandwidth or resources to develop them, while larger businesses struggle to deploy them consistently in their marketing efforts.

Fortunately, the combination of artificial intelligence and free online tools can help overcome these challenges.

In this step-by-step guide we'll explain how to gather necessary customer data to supply ChatGPT with context to build customer personas at scale.



# Step 1: Capture Customer Data

To build your customer persona, we'll first need some data and inputs.

These inputs extend across demographic, psychographic, behavioral and open-ended questions and can be filled in using the [provided Google Sheets template](#).

For this example, we've created a fictional use case of customers of high-end coolers for campaign and recreational use.



# Step 1: Capture Customer Data

Curating this information may seem time consuming and complicated. Fortunately, there's lots of free resources available to capture this information. We've highlighted a few below:

Data Source	Description
Web Analytics Software	Utilize web analytics software, such as Google Analytics, to gain valuable insights into demographics and psychographics of your website visitors.
Social Insights	Leverage your social media presence and follower data to gather valuable context on demographics and interests of your audience.
Social Listening	Monitor conversations about your company or category on platforms like Twitter and Reddit to gain a deeper understanding of customer wants and needs.
Customer Reviews	Analyze online customer reviews of your company or competitors to extract valuable insights regarding psychographics, behaviors, and open-ended feedback.
Google Forms	Conduct surveys using Google Forms to gather opinions and feedback from colleagues, enabling data-driven decision-making based on identified identifiers.
ChatGPT	As a last resort, engage with ChatGPT to ask critical questions and analyze responses to gain additional insights when other sources are insufficient.

# Step 2: Add Open Ended Questions

To build a richer customer profile, adding customer specific open-ended questions is particularly powerful. Fortunately, ChatGPT is excellent at helping you find these questions.

## Prompt:

“Generate a set of open-ended questions to understand the needs, behaviors, and preferences of consumers in the [insert industry] industry, specifically focusing on customers who frequently use [insert product/service] for [insert activity/purpose].”



Generate a set of open-ended questions to understand the needs, behaviors, and preferences of consumers in the high end cooler industry, specifically focusing on customers who frequently use coolers for camping and recreational use.



Sure! Here are a set of open-ended questions generated based on your requirements:

1. What is most important to you when selecting a high-end cooler for camping and recreational use?
2. Can you describe a situation where your cooler significantly enhanced your camping or recreational experience?
3. What features do you find most useful in a high-end cooler during your camping trips or recreational activities?
4. Have you ever encountered any issues or challenges with your high-end cooler during camping or recreational use? If so, could you describe them?
5. What additional features or improvements would you like to see in high-end coolers designed for camping and recreational use?
6. How does a high-end cooler contribute to your overall camping or recreational experience?
7. Could you describe your decision-making process when purchasing a high-end cooler for camping and recreational use?
8. How do you feel about the value for money of the high-end coolers available in the market today?
9. What brands of high-end coolers do you trust most for your camping or recreational use, and why?



# Step 3: Finalize the Form

In the included example, details covering demographic, psychographic and behavioral elements have been defined. In addition, opened-ended questions have been filled in with succinct answers to the questions:

Category	Question/Aspect	Details
Demographics	Age Range	30-50 years
Demographics	Gender	Predominantly Male, but also Female
Demographics	Location	Predominantly urban areas, but also rural
Demographics	Education level	College degree or higher
Demographics	Occupation/Industry	Outdoor Recreation, Technology, Finance, Engineering, etc.
Psychographics	Income level	\$80,000 and above
Psychographics	Interests and hobbies	Camping, Hiking, Outdoor Cooking, Traveling
Psychographics	Values and beliefs	Sustainability, Durability, Quality
Psychographics	Goals and aspirations	Enhancing outdoor experience, Achieving comfort outdoors
Psychographics	Pain points and challenges	Maintaining food freshness, Durability of products
Behavioral	Preferred communication channels	Email, Social Media, Outdoor or Recreational Forums
Behavioral	Online habits	Regularly research new equipment, Participate in forums
Behavioral	Purchasing habits	Online Shopping, Specialty Outdoor Stores
Behavioral	Brand loyalty	High - prefer well-known, reliable brands
Behavioral	Product/service usage patterns	Frequent use during camping, hiking, outdoor events
Open-Ended Questions	What is most important to you when selecting a high-end cooler for camping and recreational use?	Durability, capacity, and the ability to maintain temperature for a long duration.
Open-Ended Questions	Can you describe a situation where your cooler significantly enhanced your camping or recreational experience?	Once during a week-long camping trip, my cooler kept the food and drinks cold the entire time which made the trip more enjoyable.
Open-Ended Questions	What features do you find most useful in a high-end cooler during your camping trips or recreational activities?	Sturdy build, good insulation, seal tightness, and spaciousness.
Open-Ended Questions	Have you ever encountered any issues or challenges with your high-end cooler during camping or recreational use? If so, could you describe them?	Sometimes the seals become loose or the cooler becomes too heavy to carry when it's fully loaded.
Open-Ended Questions	What additional features or improvements would you like to see in high-end coolers designed for camping and recreational use?	I would like to see improvements in weight management and perhaps a built-in thermometer to monitor the internal temperature.
Open-Ended Questions	How does a high-end cooler contribute to your overall camping or recreational experience?	It allows us to keep food and drinks fresh for longer periods, enhancing the overall outdoor experience.
Open-Ended Questions	Could you describe your decision-making process when purchasing a high-end cooler for camping and recreational use?	I do online research, read customer reviews, ask for recommendations in forums and consider past experiences with different brands.
Open-Ended Questions	How do you feel about the value for money of the high-end coolers available in the market today?	I believe most high-end coolers offer good value for money considering their longevity and performance.
Open-Ended Questions	What brands of high-end coolers do you trust most for your camping or recreational use, and why?	I trust brands like Yeti and Coleman because of their consistent quality and performance. They have always met my camping needs.

# Step 4: Prompt the Form

With data curated, you can now prompt ChatGPT to build consumer personas for your brand. We suggest building out three personas at a time, which can then be used to get a varied understanding of your customer, but it can produce many.

## Prompt

*"Given the detailed customer data provided, please create three comprehensive consumer personas for our brand that offers [Specify Product/Service].*

*In your response, ensure to include: A name and a tagline for the persona. The persona's age, gender, and location. The persona's occupation and income level. Key interests, hobbies, and pastimes of the persona. The core values and beliefs held by the persona. Goals, aspirations, and motivations of the persona. The main pain points and challenges faced by the persona. The persona's purchasing habits, including research methods, decision-making process, and factors influencing the purchase. How the persona uses the product/service and the primary reasons for usage. The persona's favorite product features and the problems they help solve. Any other industry-specific aspects that can further detail the persona. Use the information to create a vivid and detailed portrait of the persona, allowing us to better understand and serve their needs and preferences.*

*Below is the customer data [insert table]"*

# Step 4: Prompt the Form

Bingo! ChatGPT evaluates your customer persona data and offers three extremely robust consumer profiles, breaking down specific demographic and psychographic information.

These personas can be fine tuned by asking ChatGPT to build more or adjust specific information.



## 1. Outdoor Enthusiast Ethan

- *Tagline:* Conqueror of Peaks, Master of Grills.
- *Age:* 40 years
- *Gender:* Male
- *Location:* Denver, Colorado
- *Occupation:* Software Engineer
- *Income Level:* \$120,000 per year
- *Interests:* Hiking, camping, outdoor cooking, and tech gadgets.
- *Core Values:* Quality, sustainability, and durability.
- *Goals and Aspirations:* Enhancing his camping experience, and mastering outdoor cooking.
- *Pain Points:* Maintaining the freshness of food, especially when on long camping trips.
- *Purchasing Habits:* Ethan researches extensively online, reads customer reviews, and looks for recommendations in outdoor recreational forums before making a purchase. He prefers shopping online or from specialty outdoor stores.
- *Uses the cooler to store his food and drinks during camping trips.* It allows him to enjoy fresh food even in the wilderness.
- *Favourite Cooler Features:* Ethan appreciates a sturdy build, effective insulation, and seal tightness. These features allow him to keep his food and drinks cold and fresh during long camping trips.
- *Additional Industry-Specific Aspects:* Ethan would like to see improvements in cooler weight management, and a built-in thermometer to monitor the internal temperature.

## 2. Adventure Aficionado Alex

# Step 5: Summarize Your Personas

The robust and detailed persona explanations are extremely helpful; however, they can be difficult to compare. The personas can be simpler to add or edit in table form, which can be achieved by using the following prompt:

## Prompt

*"Please provide the following details for each persona: Persona Name, Age, Gender, Location, Occupation, Income, Interests and Hobbies, Core Values, Goals and Aspirations, Pain Points, Preferred Shopping Method, Product Usage, Favorite Features."*

*"Please fill in the respective information for each persona in the table."*

	Outdoor Enthusiast Ethan	Adventure Aficionado Alex	Wilderness Warrior Wayne
Age	40	35	45
Gender	Male	Female	Male
Location	Denver, CO	Miami, FL	Seattle, WA
Occupation	Software Engineer	Financial Analyst	Civil Engineer
Income	\$120,000	\$90,000	\$110,000
Interests	Hiking, camping, outdoor cooking, tech gadgets	Surfing, traveling, camping, beachside BBQs	Hiking, camping, outdoor cooking, photography
Core Values	Quality, sustainability, durability	Quality, sustainability, active lifestyle	Durability, sustainability, quality
Goals & Aspirations	Enhance camping experience, master outdoor cooking	Enhance beachside BBQ and camping experience	Achieve ultimate comfort in the wilderness, capture nature's beauty
Pain Points	Food freshness during long trips	Product durability and food freshness in hot weather	Cooler's weight when fully loaded
Preferred Shopping Method	Online and specialty outdoor stores	Online and specialty outdoor stores	Outdoor or recreational forums, trusts well-known brands
Product Usage	Keeps food/drinks fresh during camping	Keeps drinks cold and food fresh at beach BBQs and camping	Maintains the freshness of food and drinks during outdoor activities
Favorite Features	Sturdy build, good insulation, seal tightness	Cooler capacity, maintaining temperature for long duration	Spacious cooler with good insulation

# Step 6: Visualize Your Persona

To get a visual of your intended persona, ask ChatGPT to suggest a prompt that can be used in a Generative AI image creator, such as MidJourney or DALL-E.

## Prompt:

"Please provide realistic and visually engaging photographic prompts for each persona. Consider their demographics, interests, activities, and the unique benefits of our [INSERT PRODUCT/SERVICE]. Aim to capture images that reflect real-life situations and evoke a sense of realism. Please provide 5 prompts for each persona."

### Outdoor Enthusiast Ethan:

1. Prompt 1: "Capture a photograph of Outdoor Enthusiast Ethan at a scenic campsite, showcasing him using our high-end cooler to store fresh ingredients for a delicious outdoor meal he's preparing."
2. Prompt 2: "Take a photograph of Outdoor Enthusiast Ethan hiking along a picturesque trail with our high-end cooler strapped to his backpack, highlighting its durability and portability."
3. Prompt 3: "Capture a candid photograph of Outdoor Enthusiast Ethan sitting around a campfire with friends, with our high-end cooler in the foreground holding chilled beverages for everyone to enjoy."
4. Prompt 4: "Capture a close-up photograph of Outdoor Enthusiast Ethan's hands holding our high-end cooler, highlighting its sturdy build and the convenience it brings to his outdoor adventures."
5. Prompt 5: "Take a photograph of Outdoor Enthusiast Ethan standing beside his camping setup, featuring our high-end cooler as the centerpiece, showcasing its capacity and ability to keep food fresh."

### Adventure Aficionado Alex:

1. Prompt 6: "Capture a photograph of Adventure Aficionado Alex surfing the waves, with our high-end cooler positioned on the sandy beach nearby, showcasing its role in keeping her hydrated and energized during her water adventures."
2. Prompt 7: "Take a photograph of Adventure Aficionado Alex on a coastal hike, with our high-end cooler strapped to her waist, capturing the product's practicality and its importance in her outdoor excursions."

# Step 6: Visualize Your Persona

Add the provided prompts to a AI image generator, such as DALL-E or Midjourney to visualize your customer personas in relevant situations:

DALL-E History Collections

Edit the detailed description

Surprise me Upload → Recent Clear

"Take a photograph of Adventure Aficionado Alex on a coastal hike, with our high-end cooler strapped to her waist, capturing the product's practicality and its importance in her outdoor excursions."

Generate

## DALL-E

"Capture a photograph of Adventure Aficionado Alex surfing the waves, with our high-end cooler positioned on the sandy beach nearby, showcasing its role in keeping her hydrated and energized during her water adventures."

## Midjourney


# Step 7: Create a Persona Mood Board

Further visualize your personas by curating images to get a deep picture of them:



# Step 8: Create Your Persona Overview

Create a mockup of your persona by adding in the images to provided customer details:

<p style="text-align: center;"><b>Adventure Aficionado Alex</b></p>  <p style="text-align: center;"><i>“Rider the Waves, Rules the Wild”</i></p> <p><b>Age</b> 35 years</p> <p><b>Gender</b> Female</p> <p><b>Location</b> Miami, Florida</p> <p><b>Occupation</b> Financial Analyst</p> <p><b>Income Level</b> \$90,000 per year</p>	<p><b>Interests</b> Surfing, traveling, camping, and beachside BBQs.</p> <p><b>Core Values</b> Quality, sustainability, and active lifestyle.</p> <p><b>Goals and Aspirations</b> Enhancing her beachside BBQ and camping experience.</p> <p><b>Pain Points</b> She struggles with the durability of products, and maintaining the freshness of food in hot beach weather.</p> <p><b>Purchasing Habits</b> Alex does online research, considers past experiences with different brands, and trusts well-known, reliable brands. She prefers shopping online or from specialty outdoor stores.</p> <p><b>Use Case</b> Uses the cooler for her beachside BBQs and during camping trips. The cooler helps keep her drinks cold and food fresh.</p> <p><b>Favourite Cooler Features</b> Alex values the cooler's capacity and its ability to maintain temperature for a long duration, especially in hot weather.</p> <p><b>Additional Industry-Specific Aspects</b> Alex would love to see a high-end cooler with better heat resistance and easy portability.</p>
--	---



# Step 9: Put Your Persona To Use

With your personas defined, the opportunities are endless. Use ChatGPT to scale custom copy, strategies and messaging targeting each group. Simply continue the chat or paste the persona table in the future to get powerful contextual copy designed for each persona.

## Example Prompt:

*"We are launching a new, larger line of coolers which fit much more than our previous models. I have some images of the new cooler. Can you write out Instagram posts promoting the new cooler, targeting each of the personas by considering their unique attributes?"*



Here's one Instagram post example for each of the three personas:

### Outdoor Enthusiast Ethan:

Post:

"Introducing our latest adventure companion, the all-new [Brand Name] cooler! 🌲🏕️ With its expanded capacity, it's perfect for outdoor enthusiasts like Ethan who love camping and exploring the great outdoors. Now you can pack all your camping essentials and keep them fresh for longer. Get ready to take your outdoor adventures to the next level with our durable and spacious cooler! #OutdoorAdventure #CampingEssentials #NewRelease"

### Adventure Aficionado Alex:

Post:

"Calling all adventure seekers and beachgoers! Say hello to our brand-new [Brand Name] cooler, designed to enhance your outdoor experiences. With its increased capacity, you can pack all your favorite snacks and beverages, keeping them chilled throughout your beach adventures. Get ready to make lasting memories with our reliable and spacious cooler by your side! 🏖️🍹 #BeachLife #AdventureAwaits #NewRelease"

### Wilderness Warrior Wayne:

Post:

"Attention nature lovers and outdoor enthusiasts! We're excited to present our new, larger cooler, built to withstand the toughest wilderness expeditions. With its robust construction and enhanced capacity, it's the perfect companion for wilderness warriors like Wayne. Keep your food fresh and enjoy your outdoor escapades to the fullest with our reliable cooler by your side! 🏕️🍲 #WildernessWarrior #OutdoorExploration #NewRelease"

# Step 9: Put Your Persona To Use

In this example, ChatGPT has been prompted to ideate influencer marketing campaigns to target the described personas:



Suggest an influencer marketing campaign for each of the above personas.



Certainly! Here are influencer marketing campaign ideas targeting each persona:

## **Outdoor Enthusiast Ethan:**

Campaign Idea: "The Ultimate Outdoor Adventure Series"

Objective: Increase brand awareness and highlight the durability and functionality of the high-end cooler.


Approach:


1. Identify outdoor enthusiasts with a significant online following who share content about camping, hiking, and outdoor adventures.
2. Collaborate with selected influencers to create a series of engaging video content showcasing how the high-end cooler enhances their outdoor experiences.
3. Feature the influencers using the cooler in various scenarios, such as camping trips, hiking excursions, and outdoor cooking sessions.
4. Emphasize the cooler's spaciousness, durability, and ability to keep food and drinks fresh for extended periods.
5. Encourage influencers to share their experiences, highlight product features, and offer promotional discounts to their followers.
6. Leverage social media platforms, YouTube, and blogs to amplify the campaign's reach and engage with the target audience.
7. Track engagement metrics, such as likes, shares, and comments, and measure the campaign's impact on brand awareness and product sales.

# Step 10: Test, Learn and Scale

Once ChatGPT has your contextual data, scaling persona creation is effortless. In this example, we've asked for 20 more personas with a succinct summary and why they would be interested in our product. These personas could then be expanded upon and have customized content created at scale.

Testing and learning how these personas perform, by running sample ads and messaging can help fine tune this approach to pinpoint AI personas which might be resonating in reality.

 Can you suggest 20 more personas? Break these down in a table with their name, a succinct summary and details as to why they would be interested in our product.

 Certainly! Here are 20 additional personas with their names, succinct summaries, and details explaining why they would be interested in your product:

Persona Name	Persona Summary	Why They Would be Interested
Outdoor Explorer Ethan	An avid adventurer who enjoys exploring the great outdoors through activities like hiking, camping, and mountain biking.	They would be interested in your product as it offers durability, ample storage space, and insulation to keep their food and beverages fresh during their outdoor excursions.
Fitness Enthusiast Fiona	A dedicated fitness enthusiast who prioritizes staying active and maintaining a healthy lifestyle.	They would be interested in your product as it provides them with a convenient way to carry and keep their nutritious snacks and beverages cool while they engage in their fitness activities.
Road Trip Robert	A travel enthusiast who loves embarking on road trips, discovering new destinations, and enjoying the freedom of the open road.	They would be interested in your product as it allows them to pack and keep their favorite snacks and drinks chilled during their long drives and adventures.
Picnic Lover Lily	A person who enjoys picnics and outdoor gatherings with family and friends.	They would be interested in your product as it offers them a spacious and insulated cooler to store a variety of food and drinks, making their picnic experiences more enjoyable.
Beachgoer Ben	An individual who loves spending time at the beach, soaking up the sun, and enjoying water activities.	They would be interested in your product as it provides them with a reliable cooler to keep their beverages cold and snacks fresh while they relax and have fun on the beach.

# In Summary

Personas are powerful marketing tools that can be used to understand your customers to build empathetic and powerful marketing materials.

By using free tools and curating data on your customers, artificial intelligence can be used to build out personas at scale. These personas can then be used to train artificial intelligence to build relevant and targeted messages.



Antelope Inc.  
SMARTER SOCIAL MEDIA



Thank you.

CONTACT INFO

Daniel Robinson  
Founder, Antelope Inc.  
[daniel@antelopeinc.com](mailto:daniel@antelopeinc.com)  
647 242 8442