

Soriano -

Buyer Persona

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The Mirror, a gym right in the comfort of your home without all the equipment. Having to deal with someone being in your space while working out, waiting for the equipment to be unoccupied, etc can be frustrating and time-consuming. However, you won't have to worry about any of that with "The Mirror" Home Gym. Imagine just getting up from bed on a Saturday morning ready for a morning stretch, yoga, or even a full HIIT workout. The only commute you'll need is to walk to the mirror, then you're all set to start.

Owning "The Mirror" would be considered a luxury. Not everyone can get their hands on one, it all depends on who we are trying to sell to. That is where our target market/ buyer persona comes in. Buyer Persona, an ideal (fictional) customer to whom we are targeting to sell our product. It is important to us as marketers to create a buyer persona to create a strategy in which we will catch the customer's attention. We want to create memorable advertising as well as a comforting experience for our customers at all times.

Our buyer persona is going to be Stacy, a baby boomer in her late 30's. She lives in upstate New York in a two-story house with two kids, a husband, and a dog. She graduated with her Ph.D. in Business from Columbia University and pursued her career in the Business Industry. Being an owner of several companies and successfully branding her own as well, making an income of approximately 105k a year. Since she is not always working at the precise locations and mainly works at home she has the time for herself as well as for her family.

Her personal goal is to maintain a fit and healthy lifestyle from the comfort of her home. However, she struggles with commitment which is why she does not have a gym membership.

She still wants to work out just not at the gym. She would constantly use social media like Instagram and youtube to search for tutorials on different types of workouts. Her routine would last a while until she loses motivation. As she scrolls through her favorite apps she comes across one of her favorite influencers who is promoting our mirror and it gives her the courage to purchase one of her own. Because of her purchase of the mirror, she was able to do what she has always wanted in the comfort of her home, by herself with her kids and husband as well. Her motivation is consistent because of a personal trainer that is within the mirror helping her with forms and pushing her to do more every time. She has even encouraged her friends to get The Mirror so they can all work out together. The Mirror has created a change in Stacy's life and because of that, she is happier than ever with her purchase. That is our goal to create a great experience with our product for our customers like Stacy.