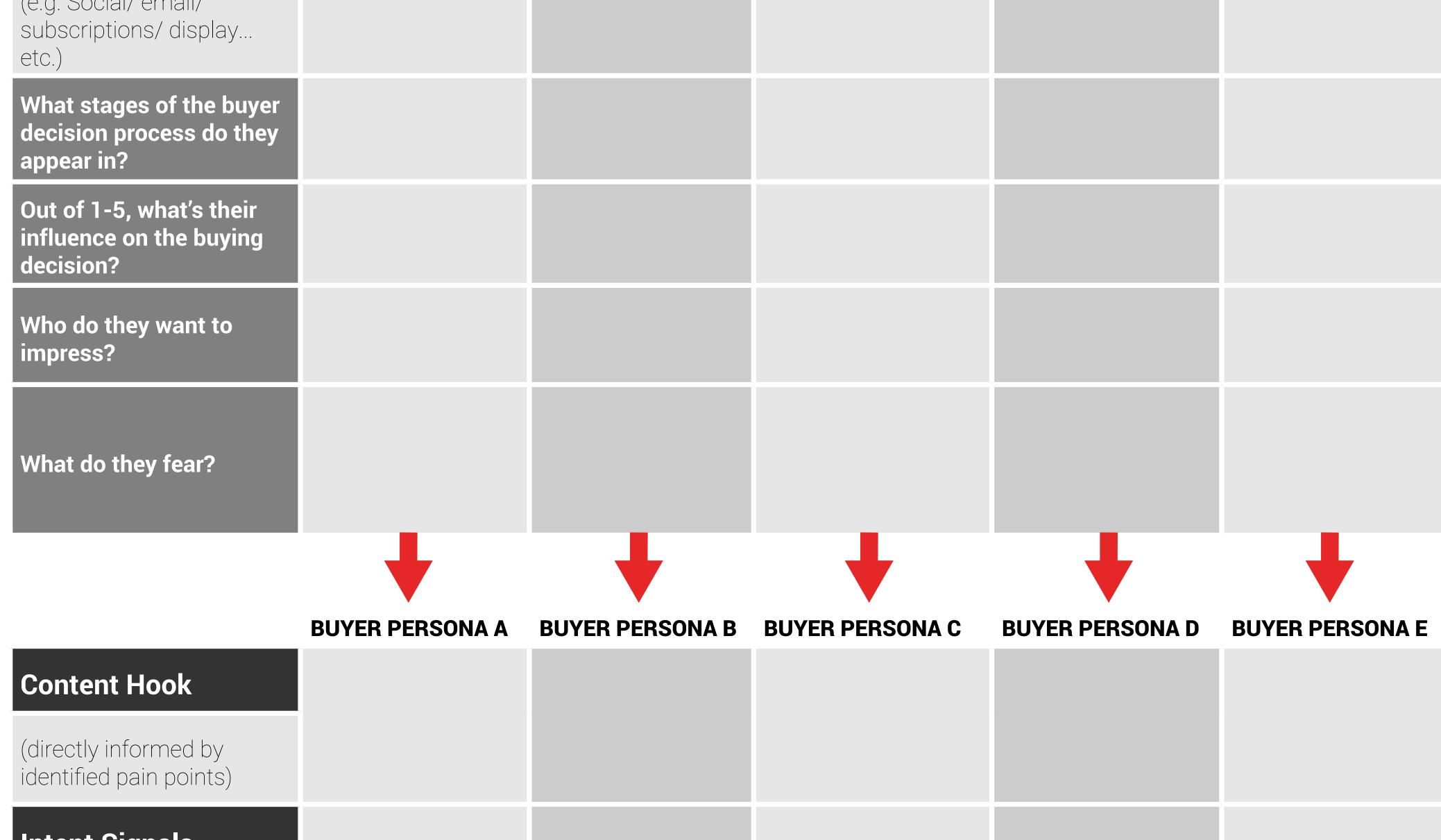
	User	Initiator	Influencer	Decision Maker	Buyer
Job Titles					
(e.g. Executives/ Managers/ Shareholders/ Directors/ Financeetc.)					
Priorities					
(e.g. Efficiency/ productivity/ cost/ reductionetc.)					
Information Needs					
(e.g. Advice/ product/ info/ cost/ analysisetc.)					
Content Preferences					
(e.g. Infographics/ checklists/ analyst reportsetc.)					
Channel Engagement					
(e.g. Social/ email/					



Intent Signals		
(Searching/Browsing/ Action/Firmographic/ Predictiveetc)		
Formats		
(infographics/checklists/ whitepapers/thought leadershipetc)		
Primary Channels		
(email/social/third party platforms/events/blogs etc)		
Tone of Voice (ToV)		