Student Name

Assignment Title

Colorado Technical University

Date

**Introduction**

 Introduce the topics you will cover in your paper. Use 12-point Times New Roman font, double-space, and indent each paragraph throughout your assignment. Each paragraph should include a topic sentence, at least 2 qualifier sentences, and a transition, for a total of 4 sentences. Use APA in-text citations where your references are used. Do not change the document margins. The assignment should be 4–6 pages (plus the title page and the reference page).

**Develop a buyer persona that includes the following:**

* Background/demographics: What is their career path and lifestyle?

Type your response here.

* Goals/Challenges: What problem does your product or service solve?

Type your response here.

* Technology/Social Media: What are your device preferences, social media platforms, and communication preferences?

Type your response here.

* Marketing Message: How can you describe your solution to have the biggest impact on your persona?

Type your response here.

**Using the buyer persona, answer the following questions:**

* What information would be included in a media plan?

Type your response here.

* What steps would be taken to manage the customer relationship (include how to develop lead generation, sales, and follow up as well as connections through social media).

Type your response here.

**Conclusion**

 Summarize the main points of your paper. Be sure to proofread your assignment for organization, grammar, punctuation, and APA style.

**References**

Cite 1–3 sources in APA format. Here are some examples of references cited in APA format.

Gliddon, D. G., & Rothwell, W. J. (2018). *Innovation leadership*. Routledge. <https://login.proxy.cecybrary.com/sso/skillport?context=137758>

Khan, M. A., Ismail, F. B., Altaf, H., & Basheer, A. (2020). The interplay of leadership styles, innovative work behavior, organizational culture, and organizational citizenship behavior. *Sage Open*, *10*(1). <http://dx.doi.org.proxy.cecybrary.com/10.1177/2158244019898264>

Kmec, J. (2012, March 13). *Where’s the boss? And what counts as “work”?* The Society Pages. <https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-counts-as-work/>