**Assignment 1** – Identify a primary and secondary audience for your business/ organization using demographics and psychographics to describe the audiences. Example of the one we did in class. Once you have completed this step, use this link to create your buyer personas to match your identified audiences. You should have two buyer personas based on this example. <https://www.hubspot.com/make-my-persona?utm_source=mktg-resources>

**What to turn in:** In a word document include the name of the business or organization and the primary and secondary audiences you identified. Provide as much detail as possible. Once you have completed the buyer personas embed them into the word document under the correct audience. Turn in one word document to Blackboard, this should include the audiences and buyer personas.

