

## Resources

(Answer the Public – survey question generator)

<https://answerthepublic.com/>

(Google Trends)

<https://trends.google.com/trends/?geo=GB>

## Articles

<https://buffer.com/library/marketing-personas-beginners-guide/>

<https://www.surveymonkey.co.uk/market-research/resources/using-customer-personas>

<https://persona.qcri.org/blog/behavioral-personas/>

<https://www.titangrowth.com/what-is-earned-owned-paid-media-the-difference-explained/>

<https://sproutsocial.com/insights/earned-media-strategy/>

<https://blog.hubspot.com/marketing/what-is-earned-media-faqs>

<https://referralrock.com/blog/what-are-google-micro-moments/>

<https://mention.com/en/blog/micro-moments-marketing/>