

CUSTOMER AVATAR WORKSHEET

A DETAILED PROFILE OF YOUR IDEAL CUSTOMER

A customer avatar is a detailed profile of your ideal customer. It doesn't make assumptions or categorise people into groups. The avatar focusses on one person and outlines everything about them. It goes into much greater depth than a regular marketing persona, providing marketers with many more targeting tools

BUILD A BROAD DESCRIPTION OF YOUR IDEAL CUSTOMER

Starting at the start is always good advice, right? So – no surprise, here – we’d urge you to begin by looking at the most basic demographic information that makes your customer who he/she is. Get out your notebook and pen and start crafting a basic customer profile; prepare a portrait of your customer avatar.

- How old is your ideal customer?
- Are they male or female?
- What is his marital status? (For the purpose of this, the customer is male.)
- Does he have children?
- How does he describe himself?
- Where does he live? Does he own or rent?
- What is his current occupation?
- How long has he been with his current company?
- How much money does he earn in a year? What is his annual household income?
- What is his highest level of education?
- What was his major?

Consider more personal details to help form a better understanding of your customer

Much of the information below will help you learn where to find your ideal customer and how to engage him or her. It will be extremely useful when planning marketing strategies and creating content. Try to imagine what a typical day in his life is like.

- How does he spend his free time? What are his hobbies and interests?
- What are his likes and dislikes?
- What books and magazines does he read?
- What kind of music does he listen to?
- What does he watch on TV? What are his favourite movies?
- What are his favourite websites? What type of content does he consume most?
- Is he active on social media? Which networks appeal to him?
- What is his source for getting the news?
- What are his fears?
- Does he have a guilty pleasure?
- What kind of car does he drive?
- Is he health conscious?
- Does he spend more time at home or work?

Get out your notebook and pen and start crafting a basic customer profile; prepare a portrait of your customer avatar under the following headings:

- Job title & description:
- Demographics (age, gender, relationship status, income range etc.):
- Psychographics (values, opinions, attitudes, interests, generational traits etc.):
- Goals, challenges and pain points:
- Media use/habits (include social media and traditional media usage – where does your customer source his/her news and information):
- Hobbies & past-times (how does your customer archetype spend his/her evenings and weekends...?):

TIP: *If you feel that you completely lack the insight to tackle the task outlined above, how about considering the following?*

Chat to your customers on a one-to-one basis to find out more about their habits and lifestyles, prepare a short customer survey or take a quick look at the demographical data available via your social media platforms or Google Analytics account. From here, you can start making wider assumptions that are based on your intuition, rather hard data.

TIME TO GET CREATIVE

- Now, give your customer avatar a name and try browsing a stock photography website for a photo of someone who looks like a good match for the fictional individual in your head.
- Use the basic details that you've outlined in the previous section (demographics etc.) to begin writing a story about your customer avatar. Embrace either your inner journalist or your inner novelist (depending on the writing style that suits best!) to set about creating a character sketch of the individual who embodies your 'ideal customer'.

TIP: *Make the piece of writing as long or short as it needs to be!*

GIVE MATHS A MISS

Up until now, you may have been under the impression that statistics are your very best friend. When it comes to the customer avatar approach, however, we're moving in a totally different direction.

Stats are incredibly valuable when getting to know your audience as a whole, but statistics have a down side – they can instigate a creeping staleness in the decision-making process.

On the other hand, an imagined avatar can help to keep the decision-making process fresh, authentic and relevant. Using the customer avatar technique, you can also keep things super-focused – try asking your fictional avatar a few rhetorical questions every now and then! We promise you'll find the avatar approach will enable you to make quick, insightful decisions in a way that wading through realms of statistical info could never achieve.

How to use customer avatars to your advantage

A NARRATIVE THAT TRULY SPEAKS TO YOUR TARGET AUDIENCE:

Crafting a brand narrative that attracts the right buyers is not just solely about telling your story; you need to zone in on a narrative that revolves around your customers.

In this regard, the development of a truly compelling brand story means that you genuinely need to be familiar with the characteristics and preferences of the customers you're 'speaking' to.

Think about the customer profile you've sketched out – what are his/her pain points, what are his/her key motivators, will they expect a casual or a formal style of communication etc. ...?

If you've created a detailed customer avatar (or series of avatars), you should be able to answer these questions quickly and without hesitation.

Consequently, when it's time to create text for your new packaging label, copy for a new promo or if you need to customise your next social media post, the tone and language you use should be influenced by your insight into how your customer avatar acts and feels.

At this stage, you've created a portrait of your customer archetype and you've got to know a little about what makes this character tick.

Let's draw on this insight to think about the following: Why would your ideal customer not buy from you?

Similarly, it can be useful to identify people you don't want to sell to. Here, the customer avatar technique is also invaluable – use your knowledge of customer archetype to help you recognise the customers you don't want to attract.

In short, customer avatars don't just help you pinpoint who you should or need to sell to, they can also help you put a spotlight on who you would rather not sell to! Use your customer avatars to your financial advantage! Why waste your precious time, money and valuable resources marketing to individuals who will never buy from you?

If you've been won over by the argument in favour of customer avatars, you're probably starting to agree that the bad press that 'generalisation' and 'stereotyping' receives is, in many ways, entirely unwarranted.

While we're not about to start judging the wider population based on their hairstyle or footwear, we certainly understand the up side of shorthand, intuitive thinking: well-developed customer avatars clearly offer a quick and convenient means of astutely assessing your most pressing everyday marketing decisions.

KEEPING IT SIMPLE

If you've only just begun to consider 'the avatar approach' and it's all a bit new and complex for you, we'd suggest kicking things off by implementing a customer avatar approach in relation to 1) your social media content creation plan and 2) the formulation of your core branding material.

Before long, you'll get into the habit of mentally referencing your customer avatar every time you make any sort of business decision, big or small!