

When creating a marketing avatar, we are looking for as much detail as possible about a business' ideal customer. An avatar is simply a fictitious person that represents an ideal client. We use this as a baseline for all branding and marketing efforts, as you always want to tailor those things around your ideal customer. Please note that some businesses may have multiple avatars.

We do this for a multitude of reasons, but primarily to make sure that the branding, messaging and advertisements for the business are designed around their ideal audience. As part of this process, you may also discover issues that have come up in the past with the business and its inability to reach their target audience.

Here are some key things to look at when creating the avatar:

- 1 Does the avatar match up with the product/service being offered?
- 2 Does the avatar make sense? Are there actually people like this out there and is that a big enough market?
- 3 Is there a way and should there be a tweak to the avatar to make it a better target audience?
- 4 Does the company's current branding, both internal and external, align with the avatar?
- 5 Is there anything specific that stands out regarding the avatar?

If the company has been in business for a while, this avatar should be relatively easy to create. However, it may take a little more work and thought if it's for a startup or business that has only been around for a short period of time. A great place to start is to think of the "ideal" client the business has worked with. Also, if there was a "nightmare" client, that can help you understand some characteristics that the company should stay away from.

Finally, make sure that this avatar aligns with the internal brand of the business.

An example would be: If the person is a thrifty coupon clipper and you are selling a high-end product, those two would most likely not align.



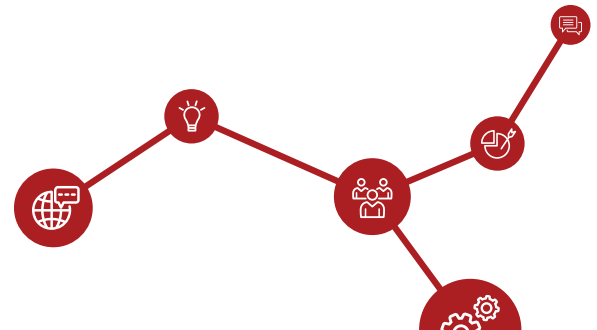
BASIC QUESTIONS TO CREATE THE AVATAR

Below is a list of the basic information you need for every avatar., This should be as specific as you can get. For example, you want to stay away from identifying anything as a “range”; instead, everything should be exact information:

- 1 Name
- 2 Gender
- 3 Income Level
- 4 Geo Location (Address)
- 5 Marital Status
- 6 Education Level
- 7 Job Title / Description
- 8 Children (If any, ages)
- 9 Spouse’s Age
- 10 Spouse’s Education Level
- 11 Spouse’s Job Title / Description
- 12 Spouse’s Income Level
- 13 Combined household income
- 14 Types of cars driven (This is an important one)
- 15 Restaurants frequented
- 16 Stores shopped at
- 17 Television channels/shows watched
- 18 Social media preference
- 19 Hobbies

Additional information we recommend you put in:

- 1 Music Preference
- 2 Type of media consumed (other than TV / Music)
- 3 Reading preferences
- 4 Clubs they belong to
- 5 Charitable giving
- 6 Travel preferences
- 7 Type of phone carried
- 8 Religion
- 9 Political views



ACTUAL EXAMPLE OF A CUSTOMER AVATAR:



Mary is 43 years old and works in finance. She has an associate degree and works in the accounting department of a local bank. She lives with her husband at (address – this will give you exact housing type) in the suburbs of Camden, NJ. Her husband runs his own plumbing business, where he has one employee. Mary makes \$65k a year and her husband makes \$135k so they have a combined income of \$200k.

They have two kids, one who is a senior in high school and heading off to college while the other is a sophomore at the local high school, where he plays sports. Mary drives a Toyota hybrid SUV, while her husband drives an F-150. Neither of the kids currently have cars.

They like to visit local small restaurants and try to avoid chain restaurants.

Mary doesn't have a lot of hobbies, but she is health conscious, and her hobbies include health improving activities such as yoga or exercising at home. Her husband coaches the boy's baseball team. Mary also likes going out with her friends occasionally for dinner and drinks, where she usually orders white wine.

Mary does most of the food shopping for the household. She generally shops at her local Wegmans and Target. She purchases most of her business clothes at New York and Company and Loft. She buys other basic clothing at Target and Amazon. Outside of work she dresses for comfort.

Mary donates to the Shriners Children hospital every month., Her husband plays in charity golf outings and purchases ads for local events to help support local charities.

Mary is religious, but does not go to church, while her husband is not religious at all.

Mary enjoys listening to podcasts about health, fitness, celebrity gossip and on rare occasion crime stories. While she is at work, she normally has a pop station or country music playing in the background.

Occasionally Mary will pull out her iPhone to play Sudoku, but Instagram is her guilty pleasure. She often realizes she has spent more time on there than she ever intended to. She wants to delete Facebook, but she is in a couple of Facebook groups and has older family overseas that only use Facebook. For these reasons, she remains an active user on the platform.

On social media, Mary follows her family, a few fitness and yoga instructors as well as some motivational content creators.

When they travel as a family, they prefer traveling within the US or visiting family overseas. When traveling as a couple, they prefer all-inclusive resorts in Mexico or the Caribbean islands.

