

# CUSTOMER AVATAR

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Buyer Persona  
Marketing Persona  
Customer Avatar  
Target Market

These are the phrases that are used interchangeably to describe the fictional, generalized representations of the persona that is most likely to buy from you.

It is critically important to the success of your marketing, sales, product development, and delivery of services that you have a deep understanding of who your Customer Avatar is. You've likely heard the phrase, "You can't hit a target you haven't set" this applies beautifully to the importance of having a clearly defined Customer Avatar.

- Having a deep understanding a clearly defined Customer Avatar will help you:
- Determine what social platforms they are spending their time on so that you know where your business should be present and active.
- Be more effective in your advertising. Your marketing dollars will be well spent when you know where to advertise and who to target to maximize your exposure.
- Better connect with your Avatar with your copy because you will have an understanding of their pains, pleasures, desires and wants.
- Deliver and develop better products / services because you are able to anticipate your markets needs, behaviors, and concerns.

# AVATAR DEMOGRAPHICS

Geographic	
Age	
Generation (ie. Baby Boomer, Millennial)	
Relationship Status	
Education	
Work (ie. Employers, Job Title, Schools)	
Income	
Home Type (ie. Homeowner, renter)	
Average Family Size	
Other	

# AVATAR INTERESTS

Business and Industry (architecture, banking, business, construction, design)	
Entertainment (games, events, movies, music, reading, tv)	
Family and Relationships (dating, family, fatherhood, marriage, motherhood, parenting, weddings)	
Fitness and Wellness (bodybuilding, dieting, gyms, meditation, nutrition, physical exercise)	
Food and Drink (alcoholic beverages, cooking, food, restaurants)	
Hobbies and Activities (arts and music, home and garden, pets, travel, politics, travel, vehicles)	
Sports	
Other	

# AVATAR BEHAVIORS

Charitable donations	
Digital activities (gamers, facebookadmins, online spenders, small business owners, technology early adopters, late adopters)	
Financial: (insurance, investments)	
Spending: (credit card users, bank cards, retails stores, premium cards)	
Purchase Behavior (kids products, pet products, garden products, clothing)	
Travel	
Other	

# AVATAR GENERAL

What are their concerns related to your product / service?	
What has happened in the past that led them to this point?	
How do they feel about what happened in the past?	
What about your product / service matters to this person?	
How does it solve a need, pain, or make them feel good?	
How does it better their life?	
What goes through their mind before they purchase your product / service?	
What is the “final straw” that makes them pull the trigger and move forward with your product / service?	
Other	