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Fashion Brand Customer Avatar Template (B2C):

Achieve your business goals

Hi friend,

Thank you for downloading our customer avatar template for fashion brands. I truly believe that, when completed effectively, this template will see fruits in the success of your brand.

We at Wink Films know that having a good idea (and writing it down) for your ideal customer goes on to providing direction for purposeful and successful marketing campaigns. As much of a priority as videography is, you should always have an idea of your customers before hiring. We certainly encourage all our clients to fill out one before working with us.

As a fashion brand, you are in the business of wants, not needs – this takes work. While any business benefits from understanding their target audience, it is essential for fashion brands in particular. The success of your next ad campaign hinges on this very moment.

To complete this template, we encourage you to get out there and speak to your target market. Ask them questions. Discover what influences them to make a buying decision. Record it on the customer avatar template. It's marketing made simple.

If you have any further questions about this template, email me hello@winkfilms.com. I read all emails. If you would like to share your filled in customer avatar template, you are welcome to send it through. Looking forward to seeing what you come up with ☺

Yours,

Elijah Delporte

Director of Wink Films, Videographer

My Customer Avatar

Company name:

Customer ideals

- (Customer name) wants to...
- (Customer name) wants to...
- (Customer name) wants to...

Customer values

- (Customer name) is committed to...
- (Customer name) is committed to...
- (Customer name) is committed to...

Demographics

Name:

Age:

Gender:

Marital Status:

No. / Age of children:

Location:

Occupation:

Job title:

Yearly income:

Level of education:

Other:

Social circles

- (Customer name) mixes with...
- (Customer name) goes to...
- (Customer name) is friends with...
- (Customer name) donates to...

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Sources of Information

Social Media: (Customer name) uses...

Subscriber: (Customer name) follows...

Influencers: (Customer name) is a fan of...

Books: (Customer name) reads...

Music/ podcasts: (Customer name) listens to...

Hobbies and interests

- (Customer name) likes to...
- (Customer name) likes to...
- (Customer name) likes to...

Motivations

- (Customer name) is motivated by...
- (Customer name) is motivated by...
- (Customer name) is motivated by...

Customer fears (specific to clothing)

- (Customer name) is afraid that...
- (Customer name) is afraid that...
- (Customer name) is afraid that...

Sale objections

- (Customer name) likes it, but...
- (Customer name) likes it, but...
- (Customer name) likes it, but...

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What's next?

Are you wanting to grow your fashion brand? Help us help you. Join our mailing list via www.winkfilms.com and learn how to sell more through effective marketing, specific to fashion brands.

Social media is more relevant than ever with as much as 80% of viewed content being video. Wink Films creates purposeful and productive video content for streetwear fashion brands so you can up your marketing game and, of course, sell more garments.

What makes us different from the many smart cookies out there is our readiness to listen and address your problems and goals head on. If we decide we can't help you from the outset, we will point you in the right direction to find someone who can.

We realise that spending thousands on a solution can be expensive. But what might it cost not to? We at Wink Films provide guarantees in order to mitigate risk when exploring your next advertising campaign.

Ready to start seeing results? Let's get in touch.