

MARKETING MASTERMIND Club
A Redknight Company

BASIC AVATAR CREATION



Basic Avatar Creation

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.

- Does the avatar match up with the product/service being offered?
- Does the avatar make sense? Are there actually people like this out there and is that a big enough market?
- Is there a way and should there be a tweak to the avatar to make it a better target audience?
- Does the company's current branding, both internal and external, align with the avatar?
- 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 thrifty and a coupon clipper and you are selling a high-end product, those two would 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
10. Values (These can be harder to identify)

Problems / Pain points your AVATAR might have

In this section you will figure out what problems the avatar might have, as it relates to your service or your product. These can be deep rooted problems, or they can be superficial. What matters is that they have a specific problem that they can clearly identify, or in some cases aren't even fully sure of what is. If they don't know how to identify the problem, you will have to try and find wording that would describe best how the problem presents itself. In other words, sometimes the problem will be the symptom of the problem, not the actual root problem itself.

The key in this process is to figure out how exactly your avatar words and describes whatever the problem is, rather than how you would describe the problem as a professional providing the product or service. Sometimes this section can be a single specific problem, or it can be a multitude of differently phrased problems that all have a slightly different worded solution.

Examples:

Problem: There is a leaking sink that needs to be fixed due to broken hose

Avatar version: I have water running in my cabinet under my sink and need help stopping it

Problem: The marriage is ending for reasons that could be fixed

Avatar version: My marriage is falling apart, and I pray to god it can be saved

Problem: They need a gift for someone that doesn't need anything

Avatar version: I want to give a personal gift to someone that I care about that they will appreciate

Problem: They have foot pain when they walk even for short periods of time

Avatar version: My shoes hurt my feet and I don't know why

Once you have identified the problems the avatar might have, you will then move on to how you help solve the specific problems, as they relate to how the avatar experiences them.

SOLUTIONS FOR YOUR AVATAR

In this section we will focus on what solutions you have for your avatar and how you structure those solutions based on how the avatar experiences them. We will use the same samples as the previous section to give you some basic examples.

The solutions you offer should ideally appeal enough to the customer that they not only want to buy your product or service for what the problem is but will also want to do business with you again and would recommend what you do to someone they know. This would be the ideal way you solve the problem for the avatar.

EXAMPLES:

Avatar problem: I have water running in my cabinet under my sink and need help stopping it

Your solution: We fix leaks in your house, quickly and permanently

Avatar problem: My marriage is falling apart, and I pray to God it can be saved

Your solution: Marriage counseling for those wanting to save their marriage through a faith-based approach to help bring couples back together

Avatar problem: I want to give a personal gift to someone that I care about that they will appreciate

Your Solution: Personalized gifts that people will value, get the perfect gift for the person that has everything

Avatar version: My shoes hurt my feet and I don't know why

Your solution: If your feet hurt even on short walks, come in for our custom orthotics fitting

As your business grows and you get to talk to more customers about why they chose to do business with you, this part of your avatar will expand and change. Take note of what wording the customer uses when asked what their problem was and why they chose to work with you. This is normally a good indicator of not only how they phrase the problem, but also how you can fine tune your message for a solution.

Review and verify your AVATAR

This is often the hardest part of the process, as it requires you to step outside of having done this yourself and have the ability to step into a neutral party as a reviewer. What you are really looking for are some very blatant things that might contradict each other, as well as more subtle things that you may have overlooked the first time around. The avatar review process is something you should not only do once, but you should revisit this on a frequent basis, to see if there are any adjustments that must be made, either based on feedback from customers or based on outside changes.

An example of contradiction or change:

Contradiction:

Your avatar is spiritual not religious – so having a religious based offer will not appeal to them.

Change:

User base migrates from one social media platform to another over time

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 then she ever intended to. She wanting 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.

The things she looks for in vendors are products are things she believes she can trust and have value. As an example, she wants contractors she can leave at her house and trusted to do the job. She is willing to pay extra if she believes things will last a little longer, in other words she looks for value not a bargain.

Mary will often pose questions on social media to get recommendations for higher ticket items, such as contractors, but for other things she will rely on reviews. Google, Amazon and Instagram are her go to look for items and see what's being said about them. She will often make her final purchases locally even though it may cost a little more.

Worksheet for your Avatar

Basic Information

Name:

Gender:

Income level:

Geo location (Exact Address):

Family Information

Marital Status:

Education level:

Job title / description:

Children (if any, ages):

Spouse's age:

Spouse's education level:

Spouse's job title/description:

Spouse's income level:

Combined household income:

Types of cars driven (This is an important one):

Hobbies & Leisure

Restaurants frequented:

Stores shopped at:

Television channels/shows watched:

Social media preference:

Hobbies / Music preferences:

Type of media consumed (other than TV / Music):

Reading preferences:

Clubs they belong to:

WORKSHEET FOR YOUR AVATAR

THINGS THAT MATTER TO THEM / MINDSET

Charitable giving:

Travel preferences:

Type of phone carried:

Religion:

Political views:

Values (These can be harder to identify):

THINGS THAT MATTER TO THEM / MINDSET

What is their shopping pattern?

What do they prioritize:

Where do they look for information:

How do they look for information:

FULL DESCRIPTION AND OUTLINE OF YOUR AVATAR

NAME:

INSERT PICTURE HERE



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