



# Branding 101:

## *How to Develop a Customer Avatar*

Do you really know your customers? Do you REALLY, REALLY, REALLY know your customers? I mean an in-depth study of their likes, dislikes, hobbies and anything else you can find out about them. But why is this important you may ask? Because by REALLY, REALLY, REALLY knowing your customers, you can laser target your message, create great content just for them, and develop products that they will buy.

As marketers we think we know our audience and we think we've done a great analysis of who our company markets to, but what if you could develop a customer Avatar that not only gave you the general demographics but also gave you the why they buy, what they want, their personality, and their lifestyle. I know some of you seasoned marketing professionals are saying, well, we used to do that with VALS (Value Attitudes, and Lifestyles) but that was more about how to segment your market. What I'm talking about is how to develop an Avatar of your customer so that every time you write a blog article, or develop an ad campaign or go to a trade show, you'll be speaking directly to that customer in a consistent language, tone, and message. On the next page is a list of questions you should ask your customers next time you engage with them.

## Basic Demographics

Feel free to change the parameters as needed based on your own customer profile. The following gives you some guidelines for the types of information to gather.

### Gender:

- Male
- Female

### Age:

- 20-35
- 36-50
- 50-65
- 65+

### Marital Status:

- Married
- Single

### Geographic Location:

- U.S.
- Europe
- Asia
- Other

**Note:** You can break down by state, zip code, or whatever location that is meaningful to you.

### Income Level:

- \$25,000 - \$50,000
- \$51,000 - \$100,000
- \$101,000 - \$250,000
- \$250,000+

## Business Lifestyle

### Personality Type:

- Type A
- Type B
- Type C
- Type D

### Hobbies:

- Golf
- Hiking
- Skiing
- Tennis

### Corporate Lifestyle:

- Travels a lot
- Works 60 hours/week

### Major Concerns:

- Lack of organizational skills
- Needs to automate tasks
- Marketing is not as successful as it needs to be
- Other

### Housing:

- Executive Home
- Middle-Class Home
- Suburb Dweller
- Off the Grid

### Hours Worked/Week:

- 35-40
- 41-50
- 51-60
- 60+

## Example Persona

I'll call my customer persona, Dave. Dave is male. He is in the 40-55 age-range. He is married with 2-3 children who are pre-teens. His wife is a stay-at-home mom and home schools the children.

He lives in a medium-sized city like Austin, TX in a nice executive home. He is health conscious and loves to bike, hike, snow or water ski, and play tennis. He likes outdoor activities with his family.

He works crazy hours, about 60 per week, and travels a lot for business. Since he works internationally, he may be awakened at 2:00 am to take an overseas phone call. However, he is blessed that his employer understands his crazy schedule and he does have a flexible work schedule. If he wants to take off at 3:00 pm in the afternoon for personal reasons, he can.

He tries to have a work/life balance but unfortunately work usually wins out. His family time is very important to Dave because he has so little quality time to spend with the family.

His major concern at work involves time, resources, revenue, and budgets. Even though his company is growing and headcount is increasing, each department is small with usually 2-5 personnel handling all of the department's tasks. He needs to figure out how to use his resources more effectively. There is a finite amount of headcount, budget and time to go around. So, Dave has to make difficult decisions about which projects to fund that will bring the company the most bang for the buck (revenue).

Dave is a Type A personality. He is very driven, a perfectionist, high achiever, energetic, goal-driven, competitive, and a multi-tasker. He would very much like to become CEO of his own consulting company at some time in the

future. But right now he wants to make the company he is working for successful so he can get his stock options and become a millionaire.

Increasing sales is one of the biggest issues Dave has right now. He wants to increase the number of leads and convert them but he also needs to figure out the best way for the sales force to follow up with those leads. Dave does not know how to create a marketing funnel to nurture those leads, to segment them or how to determine if they are stale and need to be purged or if he needs to resurrect those leads with some follow-up.

With a small resource pool, Dave needs to streamline how decisions are made so he is in need of really good data and information on his customers so that he can target just the right content at the right time. Typically, Dave will just go about doing the same thing year after year obtaining the same mediocre results. He needs to put some marketing processes in place that will streamline his decision-making abilities.

## Conclusion

By having this detailed information about Dave, I can now target the content he receives, develop the products he needs most, and offer solutions to his biggest concerns.

Every time I blog, write ad copy, exhibit at a trade show, post on social media, I should have Dave's Avatar in mind and write like I'm talking directly to him. I will use verbiage that he understands, create a tone that he is comfortable with, and use graphics that are in tune with his personality type.

## Special Offer

We hope you enjoyed this article and found the checklist useful. If you would like a personal one-to-one discussion and need some help in developing your customer persona, feel free to contact us to set up a **FREE** one-to-one 30-minute consultation.

Just complete the short questionnaire at the following link:

<https://kiwi-comm.com/marketing-transformation-session/>

and we'll contact you to schedule your personal one-to-one consult.

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