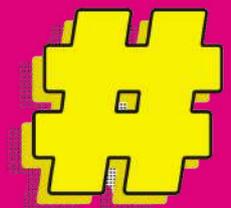


WORKBOOK

CUSTOMER AVATARS

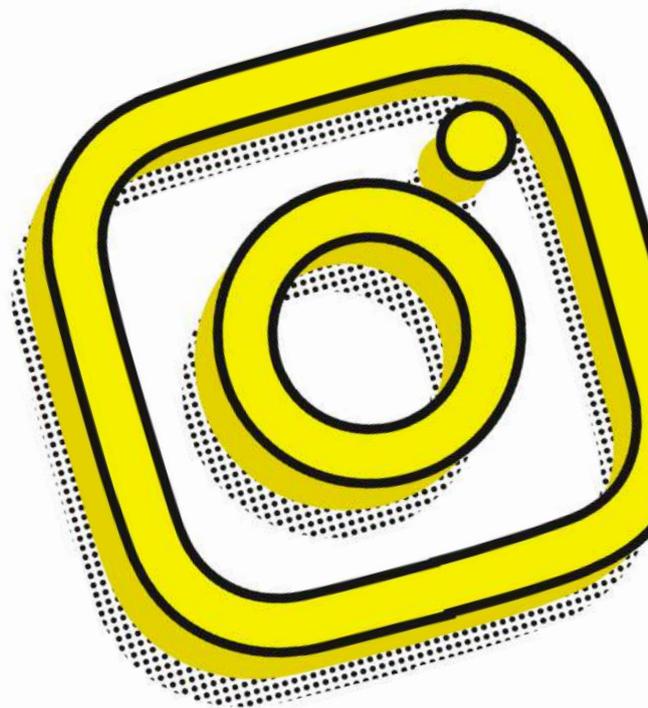
IDENTIFYING YOUR
TARGET AUDIENCE

Prepared by:
Pow Wow Media



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ABOUT US

POW WOW MEDIA

Pow Wow Media is one of New Zealand's leading digital marketing agencies working with world class talent to provide successful marketing strategies, sales funnels, ad optimisation and content creation for our clients.

DIGITAL MARKETING EXPERTS

We prioritise our time towards working with SMEs to scale their business and grow their online presence. Basically we write things and make you money. We value our relationships with our clients highly and work hard to achieve success beyond their expectations. From start-up businesses to corporate giants, we've got clients at both ends of the ladder. What do they both have in common? Their ambition to grow.

WE'RE ALL ABOUT PEOPLE

Every single business transaction that we make is between people, whether it's a straight handshake, or a cryptocurrency exchange. At some point in the chain, there are people involved and that's the exciting part! We value our relationships with our clients highly, and work with really awesome people.

Our mission is simple, we want to scale your business. If you succeed, we succeed - It's a team effort.



STEP ONE

INTRODUCTION TO CUSTOMER AVATARS



Customer Avatar

WHAT IS IT?

A customer avatar, also known as a persona, is a detailed profile of your ideal customer. It focusses on one person and outlines everything about them without making assumptions or categorising them into a group. It goes into much greater depth than a regular marketing persona and therefore provides marketers with many more targeting tools. Creating a customer avatar is the KEY to building your brand. If you know exactly who you're talking to, you'll be able to speak to their pain points and offer them solutions to their problems. Allowing your brand to have the ability to predict customer problems, provide solutions and answer questions before they've recognised their own needs is essential to growth and success.

WHY HAVE ONE?

Developing personas is important because it allows you to create tailored content to suit each of the persona's needs. It's how you can learn the language you need to connect with people and persuade them to buy from you. It'll tell you what tone of voice to use with them, what topics they're interested in, what drives them nuts and basically everything you need to know in order to get them on your side and vice versa. When you finally understand who your ideal customer is, what they look like, their habits, interests, challenges, pain points, needs, aspirations and so forth, you'll be much more effective when marketing to them because you'll be speaking their 'language'.



HOW MANY DO YOU NEED?

When figuring out your target audience, it's all about niching down and finding the specifics. In your ideal customer it's perfectly fine to have just one avatar, actually it's fairly common.

We would recommend working with at least 2-3 different avatars, to ensure you've covered all bases within your given niche.

If you've ended up with over 10 different 'ideal' customers then you'll have a hard time focusing your market efforts towards a specific group and your language will be too broad for any one of your avatars to relate to.





NEGATIVE AVATARS

A negative avatar is worth setting up so you understand a generalised representation of the type of person that you don't want as a customer. This is just as important as knowing which customer you do want.

A good example of this is, if you're selling a high ticket item, you don't want to market to people that simply don't have the funds. If your product is only available for shipping nationally, you don't want to market people outside of your capabilities.

Bear in mind, if you're doing any lead generation that involves a questionnaire, add in a question that disqualifies these negative avatars from becoming leads.

To create a negative avatar, you can go through this entire exercise to help you identify the types of customers you don't want to attract and/or serve.



STEP TWO

**WHERE
TO
START**

WHERE TO START



1. Ask Your Audience

If you already have people in your audience that are your ideal customer, talk to them. Get the information directly from them whether it's through a series of polls, questionnaires, direct message. etc. It's basically like creating a lookalike audience in Facebook, but real time. This is the best way to understand your ideal customers aspirations, habits, pain points and needs which is essential to building an avatar.



2. Use Your Analytics

Take advantage of what you already have. Look through your Google and Facebook Analytics and find within your audience the descriptors of your avatars. This includes; age, gender, marital status, demographics, locations, occupations and so on. By also leveraging your Facebook Analytics you can leverage your competition's data that target with similar audiences.



3. Use Pre-existing Content

Our top tip is to use content you've already published and see who has interacted with it. By looking at the comments to certain posts, you can get a feel for what your audiences pain points and needs are. A good example is if you were to write a book you'd want to head to Amazon and find your competition (a book that talks about similar things). If you read the reviews and comments on that book, You'll gain insight on a similar target audience literally writing what they needed to learn from the book and what their pain points were with the book.



HOW?

STEP THREE

HOW
TO
USE



DEFINING YOUR AVATAR

You want to start defining your ideal customers by asking yourself four simple questions: Who?, What?, Why? and How? Within these four key defining areas, you'll reveal all the traits that'll help you market your message and/or product to your target audience.

WHO

List their identifiers.

Example: Name, age, gender, marriage, family, location, occupation, salary, education, interests and hobbies.

WHAT

Identify their needs.

What are their goals, aspirations and values in life? What do they need in order to make their life easier? What can you do to help them?

WHY

Discover their Pain Points.

Why wouldn't they buy your services? Why don't they have them currently? Find out their objections. What are their current challenges with work and their personal life. What are their problems and how can you provide solutions?

HOW

How Can You Market Your Message?

How do they source their different types of information? Think books, websites, gurus, conferences, videos etc. Create an elevator pitch that'll sell your persona on your situation.

EXAMPLE PERSONA:

COMPANY: DETOX DRINK

PRODUCT: FRUIT INFUSED DRINK BOTTLES

NAME: KATIE CHAMBERS

Age: 28

Gender: Female

Location: Ponsonby, Auckland

Occupation: Public Relations Account Executive



WHO:

IDENTIFY THEM

Marital Status: Engaged

Education: Bachelor in Business

Salary: \$65,000

Interests: Hiking, Netball, Self motivation seminars, Youtube and Travel.

Hobbies:

Enjoys Sunday yoga and grabbing healthy organic lunches with friends. Weekend hiking with her family is always a ritual every month otherwise she loves taking beach walks at 6am with her fiance.

WHAT:

WHAT ARE THEIR NEEDS?

Goals:

- Wants to invest in her first home before marrying her fiance.
- Get a promotion at work to PR Manager

Aspirations:

- Travel to all the tropical Islands
- Reaching PR Director by 30
- Retiring her parents

Needs:

- Weight-loss solution
- Stress release

Your Solutions:

- Leak proof bottle - No pulp!
- Health benefits: Fruit Infused water aids in digestion health and metabolism

WHY:

WHAT ARE THEIR PAIN POINTS?

Problems:

(Your product can solve)

- Works an 80 hour week sitting at a desk
- Exhaustion and Fatigue - Minor health issues that she visits the doctor once a month for.

Objections:

(Why they won't buy it)

- On a strict budget, no need for unnecessary necessities.
- Glass bottles can easily be broken
- Can get a similar product on WISH.com for a quarter of the price
- What's wrong with normal water.

HOW:

CAN YOU SELL TO THEM?

Books: You Do You by Sarah Knight, The Wisdom of Sundays by Oprah Winfrey

Websites: Pinterest, Reddit, LinkedIn for professions sources

Guru's: Gary Vee, Oprah Winfrey

Conferences: Tony Robbins, World Public Relations Forum, INBOUND

ELEVATOR PITCH

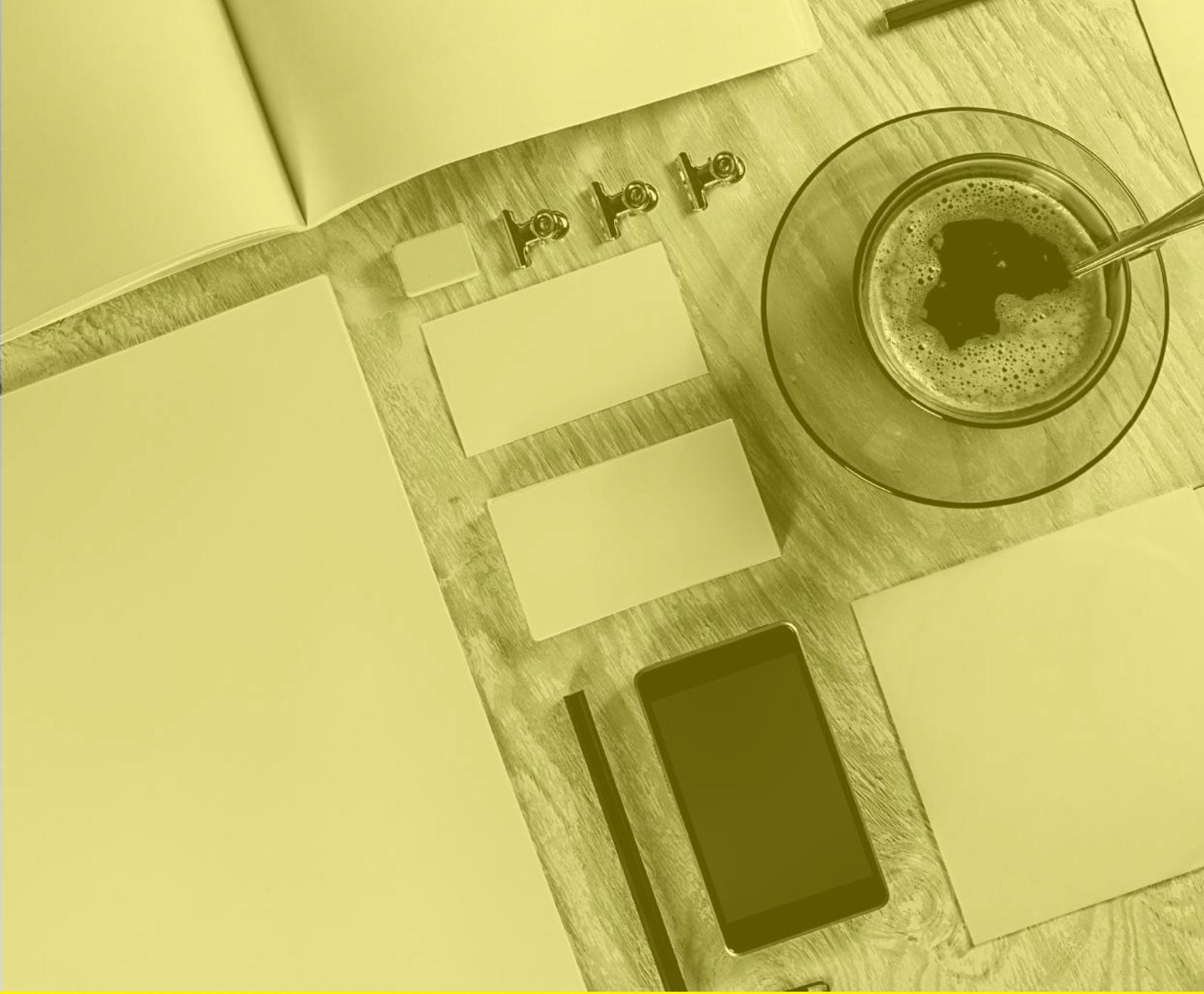
SELL YOUR PERSONA ON YOUR PRODUCT

Travel to the tropical islands in just one sip!

Detox Water infuses your favourite fruits into your daily drinking water without the added pulp.

Get healthy gut digestion and a faster metabolism without heading to the gym. No pulp, no calories, no problem. Easy, effective and healthy Detox Water that aids the body in less than 3 minutes.





STEP FOUR

YOUR TURN: TEMPLATES

PERSONA:

COMPANY:

PRODUCT:

NAME:

Age:

Gender:

Location:

Occupation:



WHO:

IDENTIFY THEM

Marital Status:

Education:

Salary:

Interests:

Hobbies:

WHAT:

WHAT ARE THEIR NEEDS?

Goals:

Aspirations:

Needs:

Your Solutions:

WHY:

WHAT ARE THEIR PAIN POINTS?

Problems:

(Your product can solve)

Objections:

(Why they won't buy it)

HOW:

CAN YOU SELL TO THEM?

Books:

Websites:

Guru's:

Conferences:

BEFORE STATE

AFTER STATE

ELEVATOR PITCH

SELL YOUR PERSONA ON YOUR PRODUCT



PERSONA:

COMPANY:

PRODUCT:

NAME:

Age:

Gender:

Location:

Occupation:



WHO:

IDENTIFY THEM

Marital Status:

Education:

Salary:

Interests:

Hobbies:

WHAT:

WHAT ARE THEIR NEEDS?

Goals:

Aspirations:

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Your Solutions:

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BEFORE STATE

AFTER STATE

ELEVATOR PITCH

SELL YOUR PERSONA ON YOUR PRODUCT

