

Creating Your Audience Avatar

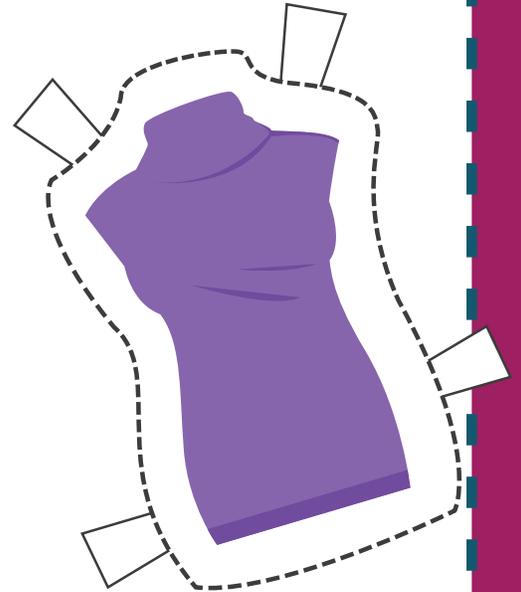
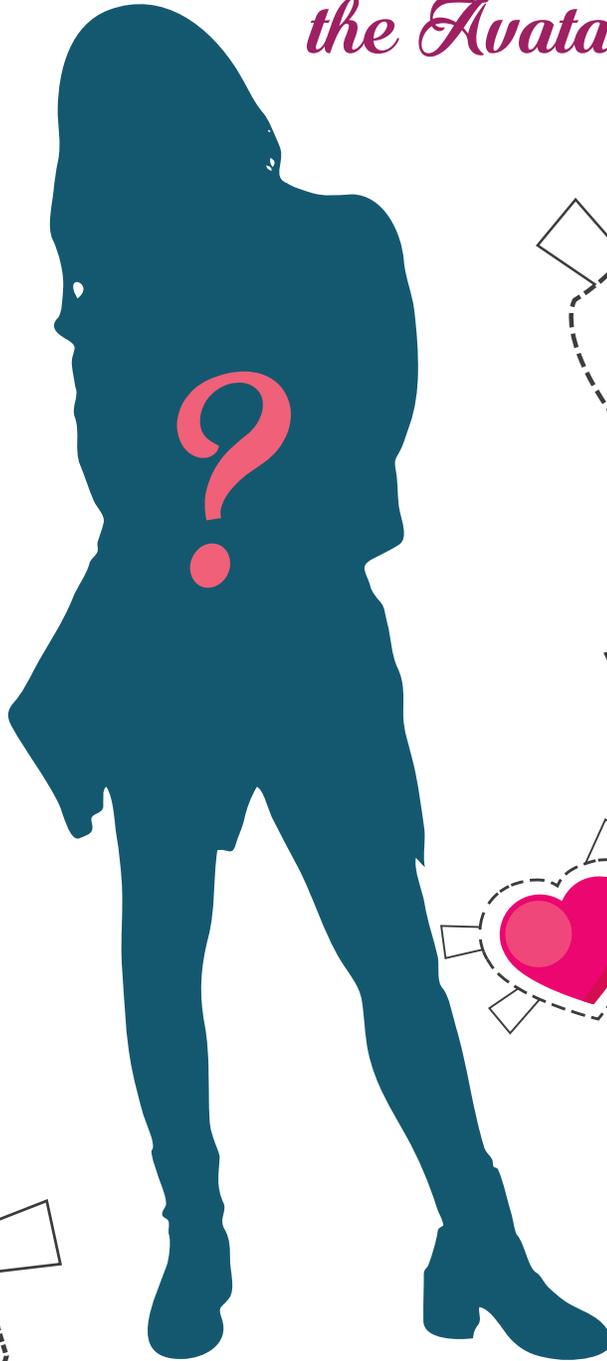
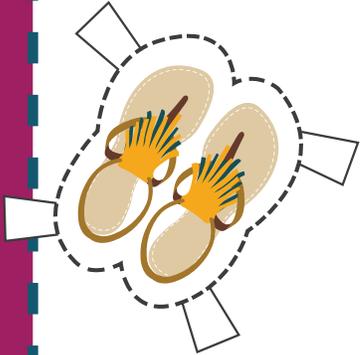
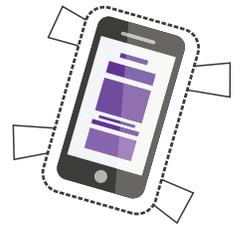
To Know Them is to Engage Them

by *Branding Chicks*

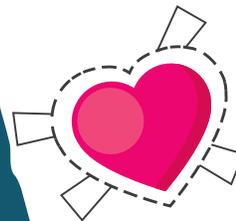


Meet Ava

the Avatar



*A*va is yours to customize. Getting to know her and creating a profile for her means that you look at all aspects of her. Mix and match until you have the perfect representation of your customer. Have fun!



“People have personalities. Brands have personalities. If you want to do good business by building a successful brand, you need to be skillful about matching your market with your brand.”

~ Jay Ogilvy, Co-founder, Global Business Network

Do you know your customer or your audience? In building or managing your brand, this is one of the most important steps you can take to making sure that you're engaging the right people for your service or product. The truth is that your business can't be everything to everyone. Taking that approach usually means that you aren't anything to anyone.

When you don't, you might be putting a lot of time, effort and resources towards something that will fall on deaf ears. I always say that branding is about relationship building. How many times have you had an initial impression about someone only to find out after getting to know them better that they aren't someone you'd like to continue to invest time with? This is no different. In order to build a meaningful and mutually fulfilling relationship with your customer, you should know them as well as you know your best friend. One of the best ways to do that is to build a well-rounded profile of them. Of course your audience doesn't consist of one person, but it helps to personify them in your mind so that you can always consider them when you're creating something for them.

It will help focus your priorities and your actions around the programs and products you create, the kind of service you provide, and how you communicate with your audience. Working smarter instead of harder in your businesses is what yields results. Not to mention, it makes it a hell of a lot more fun to create something for someone you feel like you know personally rather than throwing things at the wall and waiting to see what sticks.

Knowing your market based on numbers is only one way to do it. Marketing data can provide the foundation for many of the decisions that you will make about your business, but establishing your brand and then getting to know your customer in an instinctual way will allow you to view your brand through a lens that you understand with or without a Chief Marketing Officer or Brand Manager. Creating a meaningful connection between your business and your audience is no longer a B2B (Business to Business) or B2C (Business to Consumer) interaction. The best ones are H2H (Human to Human).

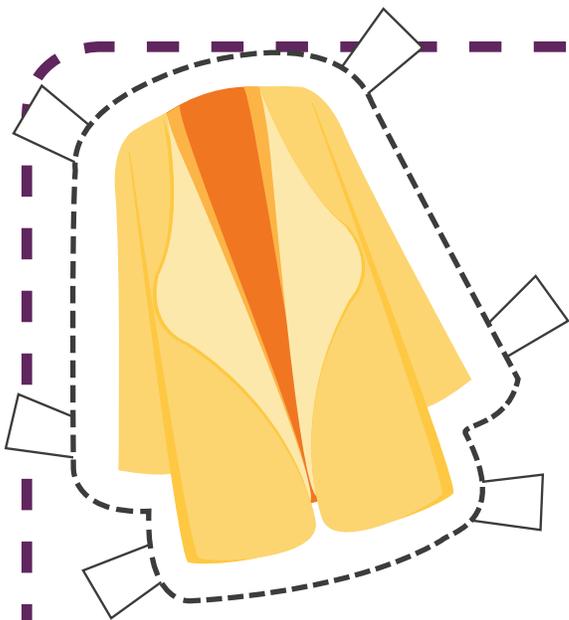
If you know your customer intimately, you know how to solve their problems, address their concerns and make their lives easier. In return, they see themselves inside of your brand and feel like you understand them and that you have the same values. Who wouldn't pay a company that does that and keep coming back for more?

Benefits of the Archetypal/Avatar Approach:

- 65% Increases real asset valuation
- 55% Attracts and retains stakeholders
- 100% Guides brand culture strategy
- 85% Embeds unique brand identity
- 70% Aligns brand and culture

Source: <http://www.archetypesinbranding.com/>





What is an avatar?

The formal definition of avatar from Merriam-Webster is “an embodiment (as of a concept or philosophy) often in a person”. In marketing and branding, an avatar refers to the representation of different aspects of your brand. Your business can have an avatar, but so can your audience(s). You may also hear this concept referred to as an archetype or customer profile.

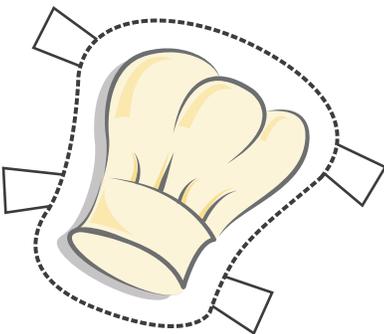
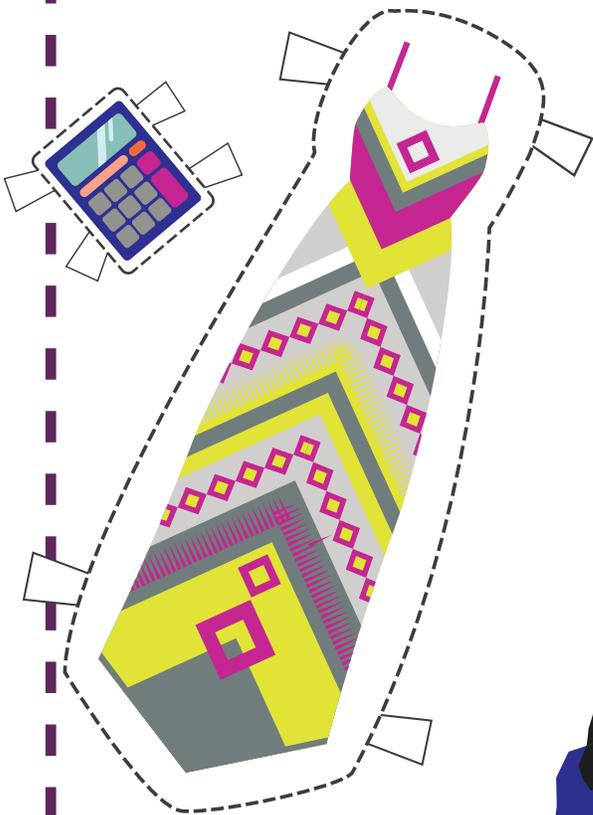
Elements of your avatar:

Demographics

- Age
- Race/Ethnicity
- Geographic Location
- Income
- Gender
- Marital Status
- Level of Education
- Profession

Psychographics

- Personality
- Voice
- Look
- Goals/Desires/Motivations
- Fears & Concerns
- Pain Points
- Values
- Behavior



Example:

Meet Roxy. Roxy is my Branding Chicks avatar. For the services and products that Branding Chicks provides, I am looking for a woman who is already an entrepreneur or has begun her quest to be one. Roxy fits the bill! Roxy is also professional, smart, personable, sassy, ambitious and likes to sprinkle some glitter on everything she does whether business or personal. If I find opportunities presented to my business, whether they are potential clients, partnerships or new products or services I ask myself if it is something that will get me in front of Roxy and if Roxy would respond to it. I know her like I know my best friend, and that makes creating for her that much more fun!

Get Started!

Create Your Avatar Worksheet

Complete this worksheet to get you started on creating your avatar.



In determining the ideal audience for your business, are demographics or psychographics more important when thinking about how to engage them? Demographics Psychographics

Name _____

Age _____ Gender and/or Sexual Orientation _____

Race/Ethnicity _____ Marital Status _____

Level of Education _____ Income _____

List the three words that describe the personality of your avatar:

(Example: fierce, smart, powerful, clueless, etc.)

What is your avatar's look or style? Be descriptive. If you don't know one or several words to describe their look, describe the outfit you imagine as one of their signature looks.

(Example: hipster, feminine, flirty, punk, bohemian, etc.)

What are your avatar's concerns or fears? This can be general or in relation to the part of their lives that your product or service touches. Be specific.

What are your avatar's goals (short-term or long-term)? Be specific. Think about how you can help them get there and what obstacles might be in their way.

What is your avatar motivated by? This can be more than one thing, but try to narrow it down to one or two. *(Example: money, success, power, a purpose larger than themselves, etc.)*

What does your avatar value or believe in? What do they fight for or against? What keeps them grounded? What feeds their hearts and souls?

(Example: family, giving back to the community, religion/spirituality, political views, equality, etc.)

**CALL BRANDING CHICKS TODAY TO SCHEDULE A CONSULTATION
TO CREATE YOUR AVATAR & GET THEM TO BUY!**



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