

StrategyDriven™

effective executives, efficient employees

Customer, Influencer, and Coach Avatars

StrategyDriven Marketing Template



A VETERAN OWNED BUSINESS

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Using the Customer, Influencer, and Coach Avatars Template

StrategyDriven's Customer, Influencer, and Coach Avatars marketing template guides the identification of your ideal customer; where these individuals frequent within the digital world as well as how to reach them through these venues. This identification is achieved by defining a representation of your ideal customer, *an avatar*.

Similarly, your ideal customers' buying decisions will be influenced by the trusted advisors and knowledgeable technicians around them. Consequently, we'll develop avatars for these individuals as well so to enable a positive shaping of their perceptions of your products and services, the basis for their advice to your ideal customer.

Lastly, there may be individuals willing to advise you on your product and/or service offering, its marketing, sale, and delivery. This advice further aids in the selling of your products and/or services and so communications with these individuals is important. Creating coach avatars provides insights as to how best to communicate with these individuals so to cultivate their insights.

To use StrategyDriven's Customer, Influencer, and Coach Avatars marketing template, simply annotate the avatar characteristics lists with those descriptors applying to your ideal customer, customer influencers (trusted advisors and technicians), and coaches.

Think about how you would characterize your current *best* customers, their influencers, and your coaches. If you don't know some of these details, consider asking them in-person, through a survey, or other mechanism. You might also ask your favorite search engine for demographic preferences such as Facebook, Twitter, and LinkedIn user demographics. The U.S. Census Bureau and U.S. Labor Department also offer a host of demographic information that may be useful to 'fill-in the gaps' of your avatars.

Once you know where your avatars frequent within the digital world, you can choose the best marketing mechanism for your situation. Options include email marketing, social media posting, social media advertising, and press releases to name just a very few.

If you need further insights and assistance for your online marketing and website development efforts, consider viewing our FREE [Designing Your Digital Products Platform](#) training program, subscribing to StrategyDriven's monthly Online Marketer & Website Developer magazine and scheduling a FREE consultation on our [StrategyDriven Personal Business Advisor Program](#).

Customer Avatar

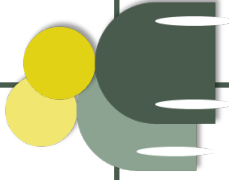
The Customer: Ultimate purchaser of your products and/or services. This individual seeks to achieve a future state which he/she believes will be facilitated by your products and/or services and that the value derived exceeds the cost of the products and/or services.

Demographics (Who they are)

- Age:
- Gender:
- Employment Type / Job Role:
- Income / Disposable Income:
- Education:
- Language:
- Marital Status:
- Children / Grandchildren:

Geo-graphics (Where they are)

- Countries:
- Regions:
- City / Rural:



Psychographics (What they do)

- Personality Type:
- Interests:
 - Athletics:
 - Arts:
 - Education:
 - Travel:
 - Hobbies:
- Affiliations / Sponsorships:
- Brand Preferences:
- Media Preference:

Psychographics (What they do - continued)

- Research Preferences:
- Buying Behaviors:
- Tech savvy:
- Online:
 - Do they use online tools at work / home:
 - How frequently do they go online:
 - Do they engage with social media:
 - What websites do they visit:
 - What blogs do they read:
 - Do they read reviews online:
 - Do they make purchases online:

Customer Avatar

Pains & Frustrations

- Problem 1:
- Problem 2:
- Problem 3:

Goals & Desires

- Personal Goals:
- Family Goals:
- Professional Goals:
- Financial Goals:

Fears & Implications

- Impact of not solving the problem:
 - Personal consequences:
 - Family consequences:
 - Professional consequences:
 - Financial consequences:
- How would not solving the problem feel:
- How might their spouse / significant other react:
- How might their family react:
- How might their boss react:
- What might their friends think:
- What is the customer secretly afraid of:

Dreams & Aspirations

- Impact of solving the problem:
 - Personal consequences:
 - Family consequences:
 - Professional consequences:
 - Financial consequences:
- What would their 'perfect solution' look like:
- What do they really want more than anything else:
- What would they be willing to pay almost anything for:



Influencer Avatar

The Influencer: Provides input to the ultimate purchaser of your products and/or services. The influencer seeks to achieve a future state which he/she believes will be facilitated by your products and/or services but who has no direct way of acquiring them independently.

Demographics (Who they are)

- Age:
- Gender:
- Employment Type / Job Role:
- Income / Disposable Income:
- Education:
- Language:
- Marital Status:
- Children / Grandchildren:

Geo-graphics (Where they are)

- Countries:
- Regions:
- City / Rural:



Psychographics (What they do)

- Personality Type:
- Interests:
 - Athletics:
 - Arts:
 - Education:
 - Travel:
 - Hobbies:
- Affiliations / Sponsorships:
- Brand Preferences:
- Media Preference:

Psychographics (What they do - continued)

- Research Preferences:
- Buying Behaviors:
- Tech savvy:
- Online:
 - Do they use online tools at work / home:
 - How frequently do they go online:
 - Do they engage with social media:
 - What websites to they visit:
 - What blogs do they read:
 - Do they read reviews online:
 - Do they make purchases online:

Influencer Avatar

Pains & Frustrations

- Problem 1:
- Problem 2:
- Problem 3:

Fears & Implications

- Impact of not solving the problem:
 - Personal consequences:
 - Family consequences:
 - Professional consequences:
 - Financial consequences:
- How would not solving the problem feel:
- How might their spouse / significant other react:
- How might their family react:
- How might their boss react:
- What might their friends think:
- What is the customer secretly afraid of:

Goals & Desires

- Personal Goals:
- Family Goals:
- Professional Goals:
- Financial Goals:

Dreams & Aspirations

- Impact of solving the problem:
 - Personal consequences:
 - Family consequences:
 - Professional consequences:
 - Financial consequences:
- What would their 'perfect solution' look like:
- What do they really want more than anything else:
- What would they be willing to pay almost anything for:



Coach Avatar

The Coach: Provides advice on how to optimally market to the customer including the provision of insights to the customer's pains, needs, and wants. This individual believes your products and/or services will aid the customer achieve his/her desired future state.

Demographics (Who they are)

- Age:
- Gender:
- Employment Type / Job Role:
- Income / Disposable Income:
- Education:
- Language:
- Marital Status:
- Children / Grandchildren:

Geo-graphics (Where they are)

- Countries:
- Regions:
- City / Rural:



Psychographics (What they do)

- Personality Type:
- Interests:
 - Athletics:
 - Arts:
 - Education:
 - Travel:
 - Hobbies:
- Affiliations / Sponsorships:
- Brand Preferences:
- Media Preference:

Psychographics (What they do - continued)

- Research Preferences:
- Buying Behaviors:
- Tech savvy:
- Online:
 - Do they use online tools at work / home:
 - How frequently do they go online:
 - Do they engage with social media:
 - What websites to they visit:
 - What blogs do they read:
 - Do they read reviews online:
 - Do they make purchases online:

Coach Avatar

Pains & Frustrations

- Problem 1:
- Problem 2:
- Problem 3:

Goals & Desires

- Personal Goals:
- Family Goals:
- Professional Goals:
- Financial Goals:

Fears & Implications

- Impact of not solving the problem:
 - Personal consequences:
 - Family consequences:
 - Professional consequences:
 - Financial consequences:
- How would not solving the problem feel:
- How might their spouse / significant other react:
- How might their family react:
- How might their boss react:
- What might their friends think:
- What is the customer secretly afraid of:

Dreams & Aspirations

- Impact of solving the problem:
 - Personal consequences:
 - Family consequences:
 - Professional consequences:
 - Financial consequences:
- What would their 'perfect solution' look like:
- What do they really want more than anything else:
- What would they be willing to pay almost anything for:





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