

Customer Avatar Roadmap



If you are selling to everyone, then you are selling to no one.

A customer avatar connects your brand purpose to your marketing strategy and calls to action. Understanding how your ideal customer feels, thinks, and acts gives focus to guide decisions about content, images, messages, and placement.

Brand Name: _____

Description of Product or Service: _____

The problem it solves/need it meets: _____

Think about your target customer, and answer these questions:

Gender identity is.. _____

Age is..(exact or +/- 3 years) _____

Living in (city).... _____

Student, working, or retired? _____

Job/career is.... _____

Income level (range)... _____

Hobbies and interests are... _____



Daily routine and habits include... _____

What does your target customer fear and avoid in life and work?

What does your target customer enjoy feeling and doing?

Values and attitudes:

Goals and priorities:

Where does your customer get their information?

Name specific sources like news outlets, magazines, websites, podcasts.



**What role do they have in making the decision to buy from you?
Are they autonomous, or do they need to consult with others?**

What objections would they have about purchasing from you?

What would help them overcome these objections?

Now you know your target customer better. Next, choose a name to call them, so you have a specific identity to focus on:

Based on your answers, what decisions can you make about marketing?

Key message is.. _____

Call to action is..: _____

Best social media channels: _____

Referral partners could be... _____

Is direct mail a fit? _____

Websites/blogs for placement... _____