



CLINIC SUCCESS

By  
*Sara*

# BUILDING YOUR CUSTOMER AVATAR: MARKETING THAT WORKS

by Sara Cheeney





## Let me ask you a question...

### Do you know who your ideal customer is?

So many business owners don't give serious thought to this question, and assume the ideal patient is simply anyone willing to walk through their clinic doors. But that's not the case. Meet your customer avatar.

### What's a Customer Avatar?

Also known as a customer profile or persona, your customer avatar is essentially a profile of your perfect patient. This should be the heart of all your Marketing efforts to ensure you are talking to the right audience, in the right way, in the right place and at the right time.

Understanding your customer avatar goes beyond just their age and gender though. We need to get to know them inside out. Without this it becomes incredibly difficult to target your marketing in any strategic way, and therefore you end up having to use a scattergun technique and hope something sticks.

### What information do I need to know about my Avatar?

#### Demographics

Geographic Location,  
Age, Gender, Ethnicity and  
Marital Status

#### Working Life

Where do they work? What  
do they earn? Are they well  
educated?

#### Goals & Values

What motivates them?  
What do they consider  
valuable in life?

#### Pain-Points

What challenges them?  
What do they need to  
overcome these?

#### Information Sources

Where are they going  
online? What media are  
they consuming offline?

#### Objections

What would put your avatar  
off making a purchase?  
How can we overcome it?



## How will an Avatar help my Aesthetic Business?

Developing your avatar(s) will positively impact every part of your Marketing and Sales process.

And you don't need to stop at one! If there's more than one segment you can appeal to, build a separate avatar for each customer avatar.

Here's some examples of how these avatars can help...

### Content Marketing

Blogs and video topics can be guided towards the avatars interest and distributed in areas they are likely to naturally consume.

### Pay-per-Click Ads

Make an informative decision on where they are most likely to see and engage with your digital ads.

### Products

Position your products to the correct audience and help them to overcome their objections and pain-points with your solutions.

### Tone of Voice

Learn how to speak to your avatar in a way that resonates.

## How do I create my first Avatar?

Easy! Follow the guide on the next page and complete each individual section to start building your customer avatar.

Use your knowledge, customer data and business goals to help complete the information.



AVATAR NAME: \_\_\_\_\_

## DEMOGRAPHICS

GEOGRAPHIC LOCATION:

AGE:

GENDER:

ETHNICITY:

MARITAL STATUS:

DEPENDANTS:

## WORKING LIFE

OCCUPATION:

SENIORITY:

ANNUAL INCOME:

LEVEL OF EDUCATION:

## GOALS & VALUES

GOALS:

VALUES:

## PAIN-POINTS

CHALLENGES:

PAIN-POINTS:

## INFORMATION SOURCES

BOOKS:

MAGAZINES:

BLOGS/WEBSITES:

TELEVISION:

SOCIAL MEDIA:

OTHER:

## OBJECTIONS

OBJECTIONS TO PURCHASE:

STAGE IN THE PURCHASE PROCESS: