



HOW TO CRAFT THE PERFECT

CUSTOMER AVATAR

E COMMERCE EDITION

1 **Pick A General Avatar To Start With**

You don't have to know EXACTLY who you're targeting, but you should be able to come up with a general idea. For example, if I'm a female luggage vendor, than *in general*, I'm interested in female travelers.

3 **Play around with Keyword Generation Tool + Google Adwords**

I use Keywordshitter.com. It has a funny name, but it does the job. When typing 'female luggage' into Keyword Shitter, I noticed that the word 'cute' comes up A LOT. Obviously, aesthetics and perhaps the lack of good looking luggage for women is a thing. Once you gather some common phrases, go ahead and pop those into Google Adwords in order to rank how often they are getting searched. The goal is to figure out what vocabulary your demographic is using to describe their pain points. You'll want to tailor your copy around this.

4 **Research what Facebook Groups your demographic hangs out in.**

Use the Facebook Graph feature to discover popular Facebook groups within your industry. Join as many as you can, and spend a few days monitoring the kinds of posts that tend to get the most 'likes' and 'shares' and 'comments'. Read the comments. What are people talking about? What seems to be peoples concerns? Do they match the research you discovered in your ad words dump?

5 **Hang out on Quora.**

Quora is a treasure trove of valuable insight. It's important to focus less on the questions and more on the heated discussions happening in the comments. Other forums that are worth your time: Reddit and Stack Exchange.



HOW TO CRAFT THE PERFECT

CUSTOMER AVATAR

E COMMERCE EDITION

6 **Pick Apart The Pain Points**

Here are some things to think about: Where is this pain coming from? Are there solutions to the pain point? If there are, why hasn't the demographic heard about it? And if there aren't, what kinds of solutions can you provide?

7 **Brainstorming Solutions**

What kind of resources could you provide that might be able to address this pain point the best? Once you pick the biggest pain point and explore it, you can provide solutions ranging from a helpful video series to an Evergreen Blog Post. Your solution should be the BEST resource to resolve that pain point on the spot. Don't be lazy here.

8 **Don't stop gathering data**

Whatever you think you know about your demographic, assume you've only hit the tip of the iceberg. You'll want to keep gathering data and keep refining those pain points as your demographic becomes more complex. You'll find that as your customer base grows, you'll soon have many sub avatars to deal with and so you'll want to create different avatars for each of those. This way you can cater specifically to their needs, whether that is through email marketing or social media.