



Customer Avatar Worksheet

6 STEPS TO A BETTER AD

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Know Your Customer

PLEASE DESCRIBE YOUR AVATAR BELOW:

- Gender:** M F
- Age:** 18-24 25-29 30-35
 36-45 46-55 55+
- Marital Status:** Single Married Married with kids

Geographical Location: _____
(i.e. country, region)

- Education:** High School Associates Degree Bachelor's Degree
 Master's Degree

- Income:** under \$20,000 \$20,000-\$40,000 \$40,000-\$80,000
 \$80,000-\$100,000 \$100,000-\$250,000 \$250,000-\$500,000
 \$500,000+



Lifestyle:

(i.e. goes to the gym, likes adventure, takes care of the kids, watched day time television) The more you know about the daily activities of your customer, the best you are at reaching them in your messaging.



What problem are you solving?

How are you providing value to your customer?

What is your Unique Value Proposition? (what separates you from your competition?)

Can you identify which offers are for which specific customer avatar?



Speak to your Audience

Please write down a specific marketing message for each individual customer avatar (this can be for the same product).

Avatar:

Message:

Avatar:

Message:

Avatar:

Message:

Avatar:

Message:



Choose The Right Channel

What channels are you currently using?

Which products are on which channels?

Are you on the right channel? (i.e. Facebook, Instagram, LinkedIn, Twitter, YouTube)
Look back at the description of your avatar(s) and decide if they are on that channel.
Please write down your product and/or service and place them with the correct
channel below.

Write the Ads

How are displaying your ads? (i.e. videos, images, articles, graphics, etc.)

Which channel is the best fit for your ad?
(i.e. Videos on YouTube, images on Instagram, etc.)

Now write an ad that is designed specifically for your customer avatar, using the correct creative efforts to appeal the them and displaying those ads on the channel where they are most likely to be.



Launch & Test

Once you know all of the information about your customer, it's time to launch your ad. Whichever channel you are using, you will be able to target a specific audience. Use this sheet as a reference when filling out the information about who you would like to show your ads.

After about 7 days, you should choose the best metrics that will help you measure the performance of your ads.

List the metrics you would like to use:

Examine the data and filter out the loser and scale the winners!

Write a list of your best performing ads here:

