FIVE BY FIVE

ACTIVITY

Define your ideal client avatar 🧒🧑

WHO IS YOUR CLIENT AND WHAT DO THEY NEED?

Spending time to develop a crystal-clear picture of who your ideal client is will make a world of difference when developing your marketing/leads strategy, the channels you use to reach them, and formulating a brief for your chosen digital partner when crafting your online presence.

Once completed, this will act as a cheat sheet for all parties invested in your marketing strategy's success. An ideal client avatar will allow them to understand exactly who to target, communicate with, and ultimately, convert.

There are a bunch of different question prompts out there to define your client avatar, however we believe in keeping it simple. Asking these questions will help form a complete picture specifically for your digital marketing partner.

We've included an example avatar we use for Five by Five for your reference, accompanied by a blank column for you to have a go at your ideal client avatar. And yes, it's more than okay to have more than one ideal avatar (we do!) but try to keep the number of avatars to three or less.

Here's an example client avatar we use
Define your ideal client avatar

Who are they?
Small to medium sized business owners turning over $1 - 7 million annually.

How old are they typically?
Between 30 - 60 years of age

Gender?
Any

How do they prefer to communicate?
In person, over the phone or email.

Where are they located?
All across Australia. Very rarely overseas.

What industry do they work in?
Typically professional services (lawyer, accountant, medical, finance, consulting).

Now try defining your ideal client avatar
Give it a go

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How old are they typically?

Gender?

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Define your ideal client avatar

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Details:

- Have been in business for 3+ years.
- Understands the importance of a good online presence and happy to invest in a strategy.
- Wants to be included in the strategy but would like to outsource the implementation.
- Has previously built a website (low cost, templated solution) but it no longer reflects the business and it's growth or evolution.

Pain points / challenges / fears:

- Overwhelmed by digital, looking for a trusted partner who can hand hold them through the online world.
- They've been burnt in the past by a digital provider and don't want to go through the pain again
- They understand digital is "important" but unsure what the path looks like for their business to be successful online.

How we solve their problems / add value:

- Work with them to craft a digital solution that will generate results and ROI.
- A trusted digital partner with 16 years of experience that communicates in plain English.
- Accessible and reliable. Promise a 24 hour turnaround on emails and phone calls.
- A leading, award winning provider that always delivers best practice.

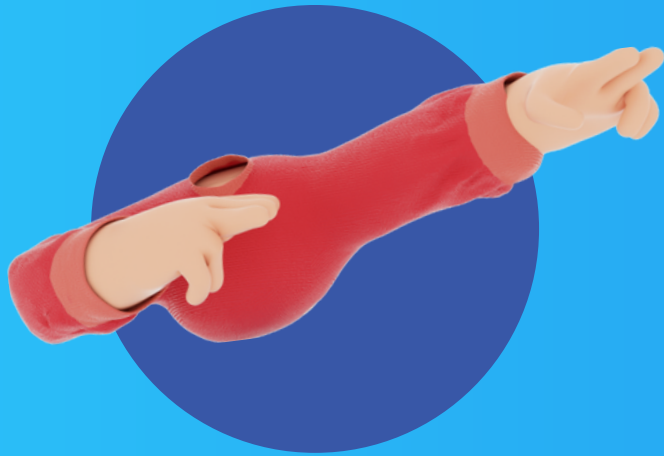## Now try defining your ideal client avatar
Give it a go

Details:

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Pain points / challenges / fears:

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How we solve their problems / add value:

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ACTIVITY COMPLETED

Well done!

NEED DIGITAL? FIVE BY FIVE IS DIGITAL

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