CREATE YOUR AVATAR!

THE ULTIMATE
AVATAR CREATOR

PRESENTED BY **HIPCAT** SOCIETY

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You've probably heard the word "funnel" before, and there's a good reason for it.

Building a funnel is the key to a successful campaign. Not only for your social media campaigns but all your marketing campaigns.

It's about targeting the right people with the right content to convert the people who're unaware of your brand into raving superfans.

An onslaught of marketing messages reach people every day, so you need to make sure you stand out from all that noise.

Let's start with the basics. A funnel looks like an upside-down pyramid with multiple layers. There are many different funnels, but we're going to use a three-layered funnel.

AWARENESS

CONSIDERATION

DECISION

01 Awareness

These are the people who aren't aware of your brand, but are potentially interested in your products or services.

02 Consideration

These are the people who're aware of your brand, but are still considering other options.

03 Decision

These are the people who're ready to buy. They know your brand and are currently looking at your products and services.

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HOW DOES A FUNNEL WORK?

Looking at the shape of a funnel, you may have guessed it has something to do with volume. You're right about that, and it's one of the most important things to know:

- The top layer of people is the largest group. They could be anyone in the world.

- The middle layer is where people start to evaluate brands and options. You're on their radar!

- The bottom layer is the smallest group with the largest conversion rates. These people have their wallets out and are ready for you!

The key to a successful funnel is creating avatars. Avatars are the building blocks of your funnel. You're going to want to create an avatar (or avatars) for every layer in your advertising funnel.

> TIP 3-4 avatars typically account for 90% of a company's sales.

What's an avatar? An avatar is a fake person who has the personality, goals, and lifestyle your dream customer would have. For example, an avatar could be a pregnant woman aged 35 who's living in NYC and wants to buy baby clothes. The more detailed and accurate you can be - the better your chances of finding them.

The goal here is to match what you're trying to tell your audience with what they want to hear in a split second.

So, let's get to know them!

> TIP 79% of customers are more loyal to a brand who understands them.

HOW TO CREATE YOUR AVATAR

Answer the following questions about your dream customer. Be as detailed as possible!

NOTE We've used "her" in the questions below, but the same principles apply if your ideal customer is a "him."

✅ Demographics

1. What gender?

2. How old is she?

3. Where does she live?

✅ Background

1. What's her job?

2. Is she married or single?

3. Does she have kids?

4. Is she starting her career or already in upper management?

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✅ Interests

1. What does she do for fun?

2. What are her values and worldviews?

3. Where does she hang out (both physically + digitally)?

✅ Buying Behavior

1. Is she researching products or ready to buy?

2. Will she buy directly from your Instagram or Facebook page?

3. Do you need to send her to a landing page?

4. Is she the final decision maker when it comes to purchasing?

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✅ Spending Power

1. How much disposable income does she have?

2. Is this a major purchase?

3. How much time will she need to mull it over before deciding to buy?

✅ Challenges

1. What are her pain points?

2. What gives her night sweats?

3. What problems are you solving?

4. What objections might she have before buying?

✓ Goals

1. What does she REALLY want?

2. Where does she see herself in 5 years?

3. What lights her up?

4. What pisses her off?

✅ Activity

> 1. What Facebook Groups is she involved with?

> 2. What influencers does she follow?

> 3. What other brands does she engage with?

✅ Lifestyle

> 1. What recent events has she attended?

> 2. Has she undergone any major life changes recently?
>   Did she just buy a house? Get married? Move to a new town?

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Once you know what really makes your dream customer tick, **it's much easier to find her.**

Don't craft these avatars based on what you THINK the answers are. There are TONS of tools out there to give you real data. Spend some time doing your homework and you'll reap the rewards later! We promise!

Here are some great places to start:

- **Google Analytics:** Navigate to Audience then check out Demographics + Interests to find affinity categories, technologies used and more.
- **Facebook Audience Insights:** Build an audience based on what you've done in this guide and then click the "Page Likes" tab in Audience Insights to see what other things your community is interested in.
- **Instagram Insights:** Hit the Insights Button on your Instagram profile to find top performing posts, audience demographics, top times to post and more.

Next up:

- Find your audience
- Build an offer
- Create an ad campaign

Need help creating your avatar?

Rainy Lynn
Director Of Relationships + Stages

✉ **rainy@hipcatsociety.com**
📞 **360.654.4145**

WE'VE GOT YOUR BACK!

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