

Prompt #1: You are a marketing expert, and I have hired you to assist my business with branding and marketing. Your project today is to create a customer avatar that represents my ideal customer for our target market. I'll give you information about my business as well as my target market. Can you generate a list of information you need to begin this project?

Business Overview:

A brief description of your business, including its name, industry, and location.

Business Goals:

What are the primary goals and objectives of your business, both short-term and long-term?

Products or Services:

Detailed information about the products or services your business offers.

List your products and services, including any unique features, benefits, or selling points that distinguish your offerings from competitors.

Target Market Overview:

A description of your target market, including demographic information like age, gender, location, income level, education, and occupation. Examples follow:

Age: What is the typical age range of your target customers?

Gender: Is your audience predominantly male, female, or a mix?

Location: Where are your ideal customers located? Are they local to your area or do they come from a wider region?

Income Level: What is the average income range of your potential customers?

Education and Occupation: What is the education level of your ideal customer? Do they have specific occupations or job roles that align with your offerings?

Community: Provide more details about the community activities or causes that are important to your customers, as well as how your business participates in these activities.

Target Market Behavior:

Insights into the buying behavior and preferences of your target market.

Buying Behavior: How often do they purchase flowers or floral services? Is it for personal use, events, or both?

Decision-Making: What factors influence their decision to choose a particular florist? Is it price, quality, convenience, or something else?

Channels: What platforms or channels do they use to discover and purchase floral products or services? Do they use social media, online marketplaces, or prefer in-person visits?

Brand Loyalty: Are they more likely to stick with a familiar florist or do they explore new options?

Engagement: How engaged are they with floral trends, designs, and industry news?

Are there any recurring patterns in their shopping behavior? (Do your customers prefer to shop during specific times of the year, such as holidays or special occasions?)

Customer Needs and Pain Points:

What specific needs, desires, or problems does your target market have that your business can address?

What challenges do they face when it comes to purchasing floral products or services?

Are there specific pain points they experience in relation to floral arrangements, plants, or flower care?

What are their main goals or desires when it comes to [PRODUCT] purchases?

What do they hope to achieve or experience through your products or services?

List common pain points or challenges they face that your products or services can alleviate.

What factors or incentives might drive their purchasing decisions?

Value Proposition:

What unique value or benefits does your business provide to customers?

How do you solve their problems or fulfill their needs better than competitors?

Brand Identity and Personality

Information about your brand's identity.

How do you want your business to be perceived by customers?

List your brand values.

Are there specific values or beliefs that your target customers hold that align with your business or could impact their buying decisions?

How would you describe your brand's personality?

How would you describe your brand's voice?

Marketing Channels:

Where and how do you currently market your business (e.g., social media, email, print advertising)?

How do they typically discover your business?

What steps do your customers take before making a purchase or booking services?

Competitor Analysis:

Information about your main competitors, their strengths and weaknesses, and how you differentiate yourself from them.

What motivates them to choose your floral business over competitors?

Current Customer Base:

Details about your existing customers, including their demographics and behaviors.

Lifestyle: What are the interests, hobbies, and activities that your ideal customers engage in?

Values: What values or beliefs might influence their purchasing decisions?

Personality Traits: Are there specific personality traits that resonate with your brand and offerings?

Attitudes: What attitudes or preferences do they have towards [your main products]?

Goals and Aspirations: What are their goals related to floral purchases or services?

Include customer feedback or testimonials that provide insights into their satisfaction.

Business Challenges:

Any specific challenges or obstacles your business is facing in reaching and engaging with your target market.

Prompt #2: What additional questions do you have about my business or customer base? What other information would be helpful to create a customer avatar?

Prompt #3: Using the information I've provided you, please create a comprehensive customer avatar that accurately represents our ideal customer.

Additional Prompt Ideas:

Please generate a list of twenty different specific pain points my customers may be experiencing.

Using those pain points, generate a list of social media prompts that address each pain point as well as a solution my shop or staff can offer. I will use those prompts as a draft for an Instagram post. Create 2 prompts for each pain point.

I want to make (my ideal customer's) day easier or better. What are some products or services I can offer that would do that?

We covered pain points, but (my ideal customer) also purchases because they desire something. Using what you know about (my ideal customer), how can we communicate with them based on their desires?

What are some brand values that (ideal customer) would resonate with?

Let's role play, with you acting as (my ideal customer). What are 10 questions you may have regarding my products or services?

Using what you know about (my ideal customer), what are some products or services I could offer that may appeal to them?

What type of marketing would resonate best with (ideal customer)?

We strive to educate our customers. List out 25 social media post prompts related to [products], [services] or [industry] trends that (my ideal customer) would find interesting

As we head into (season), what are some topics relating to the season (or your local region) that would be of interest to (my ideal customer)?

We want to connect with (ideal customer) and make her feel loyal to our brand. What are some lifestyle or relatable questions we could use on our Instagram to engage her? Please list 20.

I'd like to run a brand awareness campaign on our social media. Please provide me with 30 prompts to use to start sharing our brand values and identity. This campaign needs to resonate with (my ideal customer).