

# CUSTOMER AVATAR *Who are they?*

As I mentioned above, the Brand Avatar is not essential for social media businesses, but it can help you stay on track and can also be a bit of fun. How about we give it a go?

Write down their demographic info. Age, sex, education, status, location, etc.

What do they use social media for? How much time are they on it?

What are their other interests and hobbies?

What are their short and long term goals?

What challenges and struggles do they face?

Describe their personality

Give them a name and try to find a random photo of what they look like.