



MARKETPLACE

# CREATE AN INTERNATIONAL CUSTOMER AVATAR AND TARGETED MARKETING MESSAGES USING AI

AI shortcuts keep your marketing messaging targeted to your ideal customer

## Step 1.

Open your favorite AI tool. We have only tested the below on ChatGPT so please experiment and try other tools and let us know how they work for you!

## Step 2.

In a separate document, create a simple customer persona by answering the following questions: (edit these questions as needed to fit your product or service)

1. What is their occupation? (e.g. nurse, home-maker, small business owner.)
2. Where are they located? (e.g. country)
3. What is their age? (e.g. 27-25, 35 - 45)
4. What is their gender?
5. What is their average annual salary? (e.g. \$75,000-\$125,000)
6. What is their education level? (e.g. 4 years of college)
7. What is their marital status?
8. Do they have children? How many?
9. How do they get their information?
10. What blogs do they read? Or podcasts do they listen to?

## Step 3.

Once you have answered these questions with your own customer details, paste this prompt and your answers into the AI tool:

“Create a complete profile for a person with the following characteristics:”  
(paste your list of questions and answers)



# AI shortcuts keep your marketing messaging targeted to your ideal customer

## Step 4.

After the tool has generated the complete description, use the following prompt to create your international customer avatar with marketing message prompts. BE SURE TO EDIT THE FIFTH COLUMN DETAILS TO INCLUDE YOUR PRODUCT OR SERVICE!

“Using this profile, create a customer avatar: Create a table with the following columns:

Real Quotes, Goals / Challenges, Identifiers, What can we do, Marketing Message, Background / Demographics. In the first column, list 5 real quotes about their goals, challenges, etc). In the second column, identify what this person struggles with in relation to meeting goals. What serves as a roadblock to this person’s success? In the third column, write their most common communication preferences, social media platforms used. In the fourth column, write what can we do to help our persona achieve their goals or to help our persona overcome their challenges. In the fifth column, describe (**HOW WILL YOUR PRODUCT OR SERVICE HELP THEM SOLVE THEIR PROBLEM**). In the sixth column Identify their Job, Career Path, Family, Lifestyle, Age, Income”

## Step 5.

Review and edit! Does this look like your ideal customer? Edit your input and regenerate until you are happy with the results.

Questions?  
[Programs@WMarketplace.com](mailto:Programs@WMarketplace.com)



**If you try to sell to everyone, you will sell to no one.**