Digital Products Platform

Blueprint for creating an integrated ecommerce website that captures and converts leads and delivers your digital products

Ideal Customer Profile Development Model

Digital Products Platform Training Course

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Ideal Customer Avatar

The Customer: Ultimate purchaser of your products and/or services. This individual seeks to achieve a future state which he/she believes will be facilitated by your products and/or services and that the value derived exceeds the cost of the products and/or services.

Complete the model to define:

- *who* your customer is;
- *where* he/she is;
- *how* he/she can be reached online;
- *what* his/her needs, wants, and desires are; and
- *when* and *why* he/she will purchase.

Ideal Customer Avatar

Who are your ideal customers?

Demographics (Who they are)

- Age:
- Gender:
- Employment Type / Job Role:
- Income / Disposable Income:
- Education:
- Language:
- Marital Status:
- Children / Grandchildren:

Ideal Customer Avatar

Where are your ideal customers?

Geo-graphics (Where they are)

- Countries:
- Regions:
- City / Rural:

Psychographics (Where they are)

- Online:
  - Do they use online tools at work / home:
  - How frequently do they go online:
  - Do they engage with social media:
  - What websites to they visit:
  - What blogs do they read:
  - Do they read reviews online:
  - Do they make purchases online:

Ideal Customer Avatar

What does that say about the needs of my Digital Products Platform?

Platform Characteristics (How to 'speak' to your customer)

- Language:
  - Formal versus informal
  - Grade level
- Imagery:
  - Casual versus professional
  - Traditional versus contemporary
  - Realistic versus impressionistic
- Color:
  - Cool / Sublime versus hot / fresh
  - Traditional / Earthy versus contemporary / techie
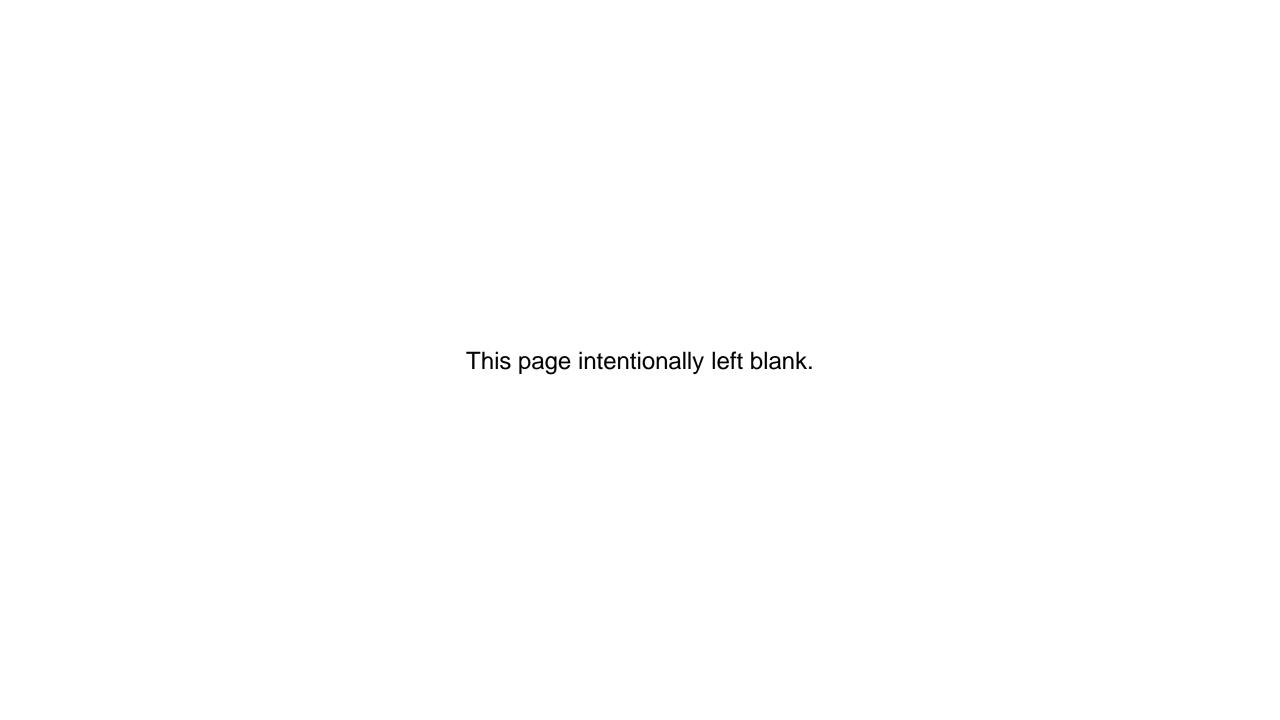- Styling:
  - Traditional / Depth versus contemporary / flat
- Mobility:

Ideal Customer Avatar

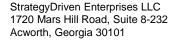What does that say about the needs of my Digital Products Platform?

Platform Integration (How to 'reach' your customer)

- Hosting:
- Social Media:
- Newsletters:
- Other Media:
  - iTunes, Google Play (podcasting)
  - YouTube, Vimeo (video and webinar streaming)

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StrategyDriven Enterprises LLC
1720 Mars Hill Road, Suite 8-232
Acworth, Georgia 30101

ContactUs@StrategyDriven.com

(678) 810-0892

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