

# CONTENT MARKETING

## FOR HEALTH BUSINESSES

- USE YOUR PROFESSIONAL,  
AUTHENTIC VOICE TO GROW YOUR  
CLIENT LIST AND INSPIRE LOYALTY



## CLIENT AVATARS



Developing Client Avatars or Buyer Personas requires an initial investment of time, but it pays off throughout the client lifecycle – not only for content creation, but across all of your marketing efforts. The better you understand and humanize your clients, the more relevant your marketing will be. If your business serves several different types of clients, you'll want to develop multiple Avatars.

## HOW?

**CLIENT AVATARS ARE CREATED THROUGH RESEARCH, SURVEYS, AND INTERVIEWS OF YOUR TARGET AUDIENCE. THAT INCLUDES A MIX OF CLIENTS, PROSPECTS, AND THOSE OUTSIDE OF YOUR CONTACT DATABASE WHO MIGHT ALIGN WITH YOUR TARGET AUDIENCE OR BE FUTURE CLIENTS.**

- Interview clients either in person or over the phone to discover what they like about your services and products.
- Look through your contacts database to uncover trends about how certain leads or clients find and consume your content - blogs, posts etc.
- When creating forms to use in your business or online - use form fields that capture important persona information.
- Consider also gathering information on what forms of social media your leads use by asking a question about social media accounts.
- Take into consideration your team's feedback on the clients and leads they are interacting with most.
- You can also send out surveys and do your own research. Focus on addressing the following topics as you create each persona. **Let's go!**



# AVATAR INTERVIEWS

## YOUR TURN....

### DEMOGRAPHICS

Define their roles and responsibilities

Name \_\_\_\_\_

Age \_\_\_\_\_

Marital status \_\_\_\_\_

Children & ages \_\_\_\_\_

Occupation \_\_\_\_\_

Income \_\_\_\_\_

Level of Education \_\_\_\_\_

### SOURCES OF INFORMATION

Where/how do they do their research?

Web Search (Google) \_\_\_\_\_

Social Media \_\_\_\_\_

Blogs/Websites/Books read \_\_\_\_\_

Word of Mouth \_\_\_\_\_

Influencers \_\_\_\_\_



# AVATAR INTERVIEWS

## GOALS AND VALUES

Primary Goals \_\_\_\_\_

Secondary Goals \_\_\_\_\_

Values \_\_\_\_\_

## OBJECTIONS AND ROLE IN DECISION MAKING

Objections \_\_\_\_\_

\_\_\_\_\_

Role \_\_\_\_\_

## CHALLENGES AND PAIN POINTS

+ The emotions which accompany these

Challenges \_\_\_\_\_

\_\_\_\_\_

Pain Points \_\_\_\_\_

\_\_\_\_\_



# AVATAR INTERVIEWS

## QUOTES FROM THE INTERVIEW

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## EXAMPLE QUESTIONS

- How did you find our business? (could be multiple sources)
- If you didn't know about us - how would you normally find someone to help? (Google, family & friends, GP, specialist etc)
- Why did you seek treatment? What reason made you take action?
- What is your goal for the long term? (physical, lifestyle, emotional, social etc). Where do you see yourself once this/these problem(s) is/are resolved or improved?
- Do our solutions match your expectations?
- How could we meet your expectations otherwise?
- Is there anything that would prevent you from using our services?

## WHAT'S NEXT?

TAKE ALL THIS INFORMATION AND CREATE A STORY ABOUT YOUR FIRST CLIENT AVATAR - THIS SHOULD BE A STORY YOU CAN TELL TO YOUR TEAM SO MAKE IT MEMORABLE AND HUMAN WITH LOTS OF DETAIL. GIVE YOUR AVATAR A NAME AND A FACE AND INCLUDE THEIR RESPONSIBILITIES, CHARACTERISTICS AND BIGGEST CHALLENGES.