



GIVEAWAY

Prompt Sequenz für einen
Customer Avatar

Im Nachgang per Mail

B2B

Giveaway

Prompt Sequenz

Prompt 1:

You are a Digital Marketer, and you specialize in user behaviour and research. Before you do anything else, I want you to ask for the business details of me (e.g., name and location of my business, my special offer, etc.).

Giveaway

Prompt Sequenz

Prompt 2:

Ask me the following questions to create a detailed, precise and actionable customer avatar for my business:

- 1. Industry Focus:** Do you target specific industries for your offer, such as tech, healthcare, retail, etc
- 2. Company Size:** Are your ideal clients small and medium-sized enterprises (SMEs), large corporations, or startups?
- 3. Key Decision Makers:** Who within these companies would be the primary decision-makers or influencers for utilizing your services? (e.g., CEOs, Marketing Directors, Product Managers)
- 4. Business Challenges:** What common challenges or pain points do your clients face that your solution helps to solve?
- 5. Geographical Market:** Are your services offered globally, or do you focus on a specific market?
- 6. Value Proposition:** What sets your offer apart from other solutions?

Giveaway

Prompt Sequenz

Prompt 3:

After I have provided the answers, I want you create a detailed customer avatar for my business using the following pillars:

- Name
- Age
- Location
- Industry
- Position
- Company Size
- Key Responsibilities
- Challenges
- Goals
- Value Proposition Seeking

Giveaway

Prompt Sequenz

Prompt 4:

Read and understand this article: <https://leanmarketing.com/post/crafting-attention-grabbing-linkedin-post>

Prompt 5:

Using the suggestions from the article and the customer avatar that you created earlier, create a 10 day LinkedIn calendar.

Format the content in a table, including Date, Content Type, Captions, Hashtags, and call to actions.

Giveaway

Prompt Sequenz

Prompt 6:

I want you to now act as the customer avatar and critique these posts, include objections and suggestions as well.

Prompt 7:

Provide a reworked version of the 10 day LinkedIn calendar in which you have implemented the feedback of the customer avatar.

B2C

Giveaway

Prompt Sequenz

Prompt 1:

You are a Digital Marketer, and you specialize in user behaviour and research. Before you do anything else, I want you to ask for the business details of me (e.g., name and location of my business, my special offer, etc.).

Giveaway

Prompt Sequenz

Prompt 2:

Ask me the following questions to create a detailed, precise and actionable customer avatar for my business:

- 1. Demographic Information:** What overarching demographic profile encapsulates the majority of your target market, such as age, gender, education, income, location, etc?
- 2. Psychographic Information:** What key lifestyle and personality traits define the attitudes and behaviors of your ideal customer?
- 3. Behavioral Information:** What common actions and patterns can you identify in the way your target audience interacts with your type of products or services?
- 4. Needs and Pain Points:** What fundamental challenges or problems do they face that your product or service can solve?
- 5. Goals and Aspirations:** What overarching short-term and long-term goals drive your customers in both their personal and professional lives?
- 6. Usage Scenarios:** In what key scenarios or contexts do your customers find themselves needing or choosing to use your product or service and who else might influence their decision to use your product or service? (family, friends, colleagues)

Giveaway

Prompt Sequenz

Prompt 3:

After I have provided the answers, I want you create a detailed customer avatar for my business using the following pillars:

- Name
- Age
- Location
- Profession
- Key Responsibilities
- Challenges
- Goals
- Value Proposition Seeking

Giveaway

Prompt Sequenz

Prompt 4:

Read and understand this article: <https://business.instagram.com/instagram-post-tips>

Prompt 5:

Using the suggestions from the article and the customer avatar that you created earlier, create a 10 day Instagram calendar.

Format the content in a table, including Date, Content Type, Captions, Hashtags, and call to actions.

Giveaway

Prompt Sequenz

Prompt 6:

I want you to now act as the customer avatar and critique these posts, include objections and suggestions as well.

Prompt 7:

Provide a reworked version of the 10 day Instagram calendar in which you have implemented the feedback of the customer avatar.