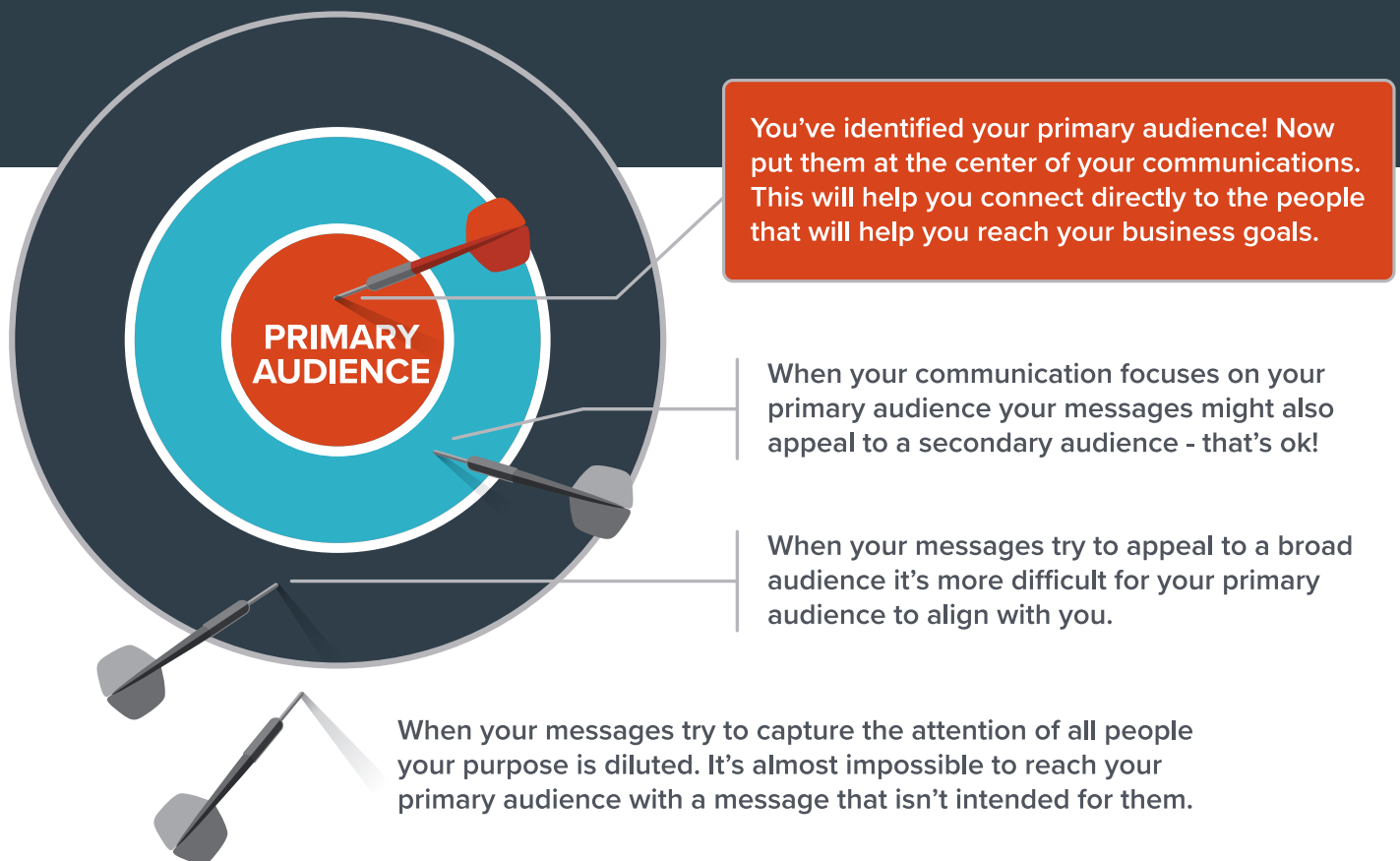


3 Simple Steps

to Discover Your Primary Audience

Your primary audience needs the product or service you offer. They are the decision maker or top influencer who decides to join you, connect with you, or purchase from you. They self-identify that you are the organization for them because they align with your culture more than with a specific list of qualifications. They become advocates for you.

Your primary audience avatar is the way to define and describe the characteristics of this person so clearly that anyone can say – “Oh, I know a person like that.” When you create marketing content, you can imagine writing or speaking directly to your one primary audience.



STEP 1:

Describe your favorite buyer

Think about your favorite clients or members, the ones who have been the most rewarding to work with - those who you would love to have more of. These are your “favorite buyers.” They are not only great fits for your product or service but also align with your values and culture.

SELECT YOUR TOP 3 FAVORITE BUYERS

These could be clients or members who:

- Are easy to collaborate with.
- Provide repeat business or referrals.
- Share your organization’s values or vision.
- Are highly engaged with your brand.

DEFINE KEY CHARACTERISTICS

For each of these buyers, list their characteristics. Consider:

- Age Range: Which generation do they fall into?
- Employer/Industry: What type of company/ organization do they work for?
- Professional Role: Their job title.
- Buying Behavior: How do they make decisions in their job?
- Communication Style: How do they prefer to interact - through email, phone calls or in-person?
- Motivations: What problems were they looking to solve with your product or service?
- Lifestyle: What priorities do they have outside of work?
- Values: What are their core values?

Example:

Characteristic	Buyer 1	Buyer 2	Buyer 3
Age Range	Gen X	Gen Y	Gen X
Employer/Industry	Technology	Healthcare	Retail
Professional Role	CEO	VP	COO
Buying Behavior	Strategic - results-driven	Methodical - value focused	Strategic - relationship based
Communication Style	Email, short meetings, quick	In-Person, collaborative	In-Person, conversational
Motivations	Efficient solutions	High quality service	Engagement focused
Lifestyle	Empty-nester, enjoys travel	Grade school children, sports fan	Outdoor enthusiast
Values	Innovation, efficiency	Integrity, Reliability	Trust, Collaboration



STEP 2:

Combine Characteristics to Create Your Primary Audience Avatar

Once you've identified the key traits of your favorite buyers, it's time to combine the best qualities into a single primary audience avatar. This is the audience you want to focus on with your marketing and communication efforts.

LOOK FOR OVERLAP AND COMMON TRAITS

Review your top buyers and note the similarities in their characteristics. You'll likely find patterns in their professional roles, industries, communication preferences, or values.

Example: If all three buyers are C-Suite executives, focus on their decision-making authority as a key trait for your avatar.

MERGE KEY TRAITS AND WRITE A SUMMARY

Where there are differences, choose the traits that best align with your culture. "Frankenstein" the common traits together to form a unified profile of your primary audience.

Example: Our primary audience is a high-level decision maker in the tech and healthcare industries. They are results-driven, value clear communication, and are motivated by innovative, time-saving solutions. They prefer email for communication and seek long-term partnerships based on trust and quality.



STEP 3: Give Your Avatar a Name

Naming your primary audience avatar personalizes them, making it easier for your team to relate to and create content for this audience. A name makes your avatar feel real and human, helping to focus marketing strategies around this “person”.

HOW TO CHOOSE A NAME:

- Note the age of your primary person and the region where you do business. Search the year your person may have been born and the region where they are located and ask for common baby names during that time to get a list of ideas.
- Choose a name that reflects the characteristics of your avatar, but avoid using the name of someone you know personally to keep it neutral.
- The name should resonate with the traits you’ve identified - whether it’s someone who feels like a leader, collaborator or innovator.

Example: If your avatar is a GenX, CEO focused on innovation and leadership you might name them “Alex” or “Jordan” - names that evoke a professional, confident persona.

What’s next?



Understanding your primary audience is the foundation for effective brand strategy. By identifying and defining your favorite buyers, combining their characteristics, and creating a clear avatar, you can tailor your marketing efforts to connect with the right people. At Mercury Creative Group, we guide you through this process using the **Mercury Method™** — an immersive approach that engages leaders, stakeholders, and employees to bring your brand in alignment with your primary audience. With Mercury Creative Group, you’ll gain the clarity and confidence to take your brand to the next level, driving meaningful connections and exceptional results.



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Let’s Collaborate!

Building relationships and collaborating are the core to our work at Mercury. We would love to hear more about you. What are your goals? How can we help?

Start the conversation. Connect with us at
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