

# Ideal Customer Avatar (ICA)

For SOU436536

Defined by Hubspot - "Your Ideal Customer Avatar is a fictional character that represents your ideal prospect."

This will help you understand the motivating beliefs, fears and secret desires that influence your customer's decisions.

## Case Study information



"Derrick" (our ICA) will be looking at the SOU436536 social media channels and teams to evaluate whether these teams are talented enough to do the social media for an innovative online division of his brick n' mortar business.

Below are some specifics to keep in mind as your content calendar is being created.

**Name:** Derrick

**Age:** 45 - 55

**Sex:** Male

**Marital Status:** 20 years of marriage, Nancy his wife is a pediatric surgical nurse - they have two children 10 and 7. Derrick is successful because he is committed to a work-life

balance... he loves his family, he loves his work, sports and being outdoors. Derrick drives a 2018 Acura MDX SUV.

**Location:** Portland

**Quote:** "When (what you are deeply passionate about, what you can be best in the world at and what drives your economic engine) come together, not only does your work move toward greatness, but so does your life." - Jim Collins, *Good to Great*

**Occupation:** Business Owner

**Job Title:** President/CEO

**Annual Income:** \$175,000

**Level of Education:** College Graduate, BS in Business

**Other:** Entrepreneurial, passionate, influencer, life long learner, behind the times with Internet Marketing revolution Derrick needs to hire a team to help with his new online division. He needs to "feel" that this new team can be trusted with his best interest in mind, that they are always professional, authentic, creative, fun and deeply committed to this mission.