



WildKind
INTERIORS

Creating a
CUSTOMER
AVATAR

Why creating a customer avatar is important for Serviced Accommodation owners

1. Personalised Experience: Understanding your target customer allows you to tailor your space to their preferences. For instance, if your target customer is a business traveller, you might provide amenities like a dedicated workspace and high-speed internet. If your target customer is likely to bring dogs and go for muddy hikes, you might ensure there are areas to get clean before entering the property.

2. Tailored Interaction: Knowing your target customer helps you anticipate their needs and preferences, allowing you to provide a personalised experience during their stay. If your target customer is a couple on a romantic getaway, you might offer special touches like champagne and chocolates upon arrival. If you get lots of families staying, a leaflet detailing family friendly activities in the area will be appreciated by your guests.

3. Effective Marketing: Understanding your target customer allows you to craft marketing messages that resonate with them. You can use language, imagery, and channels that appeal to your target customer's interests and preferences. For example, if your target customer is a nature lover, you might highlight nearby hiking trails and scenic views in your marketing materials. If your target customer is a foodie, you might showcase local restaurants and culinary experiences.

By creating a customer avatar, you can ensure that every aspect of your serviced accommodation – from decor to interaction to marketing – is aligned with the needs and desires of your target audience, ultimately enhancing the guest experience and driving business success.

Now onto how to create your customer avatar, lucky for you I've put together a series of questions to help you start building a picture of who your ideal customer is.





WildKind
INTERIORS

How to create a CUSTOMER AVATAR

DEMOGRAPHICS:

- Are they single, couples, families, or groups?
- What is their age range?
- Where are they from? (geographic location)
- What is their income level or spending power?

LIFESTYLE, PREFERENCES & PAIN POINTS:

- What are their interests and hobbies?
- What type of vacation experience are they seeking? (e.g., relaxation, adventure, cultural immersion)
- Are they pet owners? Do they plan to bring pets along?
- What amenities do they expect as standard?
- Do they have any special dietary requirements or preferences?

PURPOSE OF STAY:

- Are they travelling for leisure, business, or a special occasion?
- How long do they plan to stay? (e.g., weekend getaway, week-long vacation)
- Are they looking for a short-term rental, or do they prefer longer-term stays?

ACCOMMODATION PREFERENCES:

- What type of accommodation do they prefer? (e.g., house, apartment, cottage, villa)
- How many bedrooms and bathrooms do they require?
- Are they looking for specific amenities? (e.g., pool, hot tub, beach access)

BUDGET AND EXPECTATIONS:

- What is their budget range for accommodation?
- What level of comfort and luxury do they expect?
- Are they willing to pay extra for premium features or services?

TRAVEL BEHAVIOUR:

- How do they typically book accommodation? (e.g., online platforms, travel agencies)
- Do they plan their trips well in advance, or are they more spontaneous?
- Are they frequent travellers, or do they prefer occasional getaways?





COMMUNICATION PREFERENCES:

- How do they prefer to communicate? (e.g., email, phone, messaging apps)
- Do they expect prompt responses to inquiries and requests?
- Are they comfortable using self-check-in systems or prefer personalised check-in procedures?

FEEDBACK AND REVIEWS:

- What are their priorities when choosing accommodation? (e.g., location, amenities, cleanliness)
- What aspects of previous accommodations have they appreciated or criticised in reviews?
- Are there any common themes or patterns in their feedback?

IF YOU'D LIKE TO FIND OUT MORE

**about how I can work with you on
your property project, scan the QR
code to book in a free consultation**





ABOUT LOUISE & WILDKIND INTERIORS

Meet our Founder, Louise Wynne

With almost 20 years of experience in the interior design industry, Louise Wynne brings a wealth of expertise to her role as the founder of WildKind Interiors. Trained in colour and design psychology and passionate about both property and interior design, Louise launched WildKind Interiors to offer bespoke interior design solutions tailored to the unique needs of each client.

Transforming spaces with love

After years spent working in the property industry, as Creative Director, for a show home interior design company, Louise discovered her innate talent and love for creating captivating interiors.

WildKind Interiors blends her love for property with her flair for design. From crafting stylish and functional spaces for investors to staging properties for sale, Louise and her team work tirelessly to transform spaces into inviting and memorable environments.

Specialising in creating inviting spaces for serviced accommodation, HMOs, and properties for sale across the North of England, they strive to maximise profits, minimise voids, and exceed client expectations

Get in touch with Louise on 07957 689 065 or louise@wildkindinteriors.co.uk.



www.wildkindinteriors.co.uk

