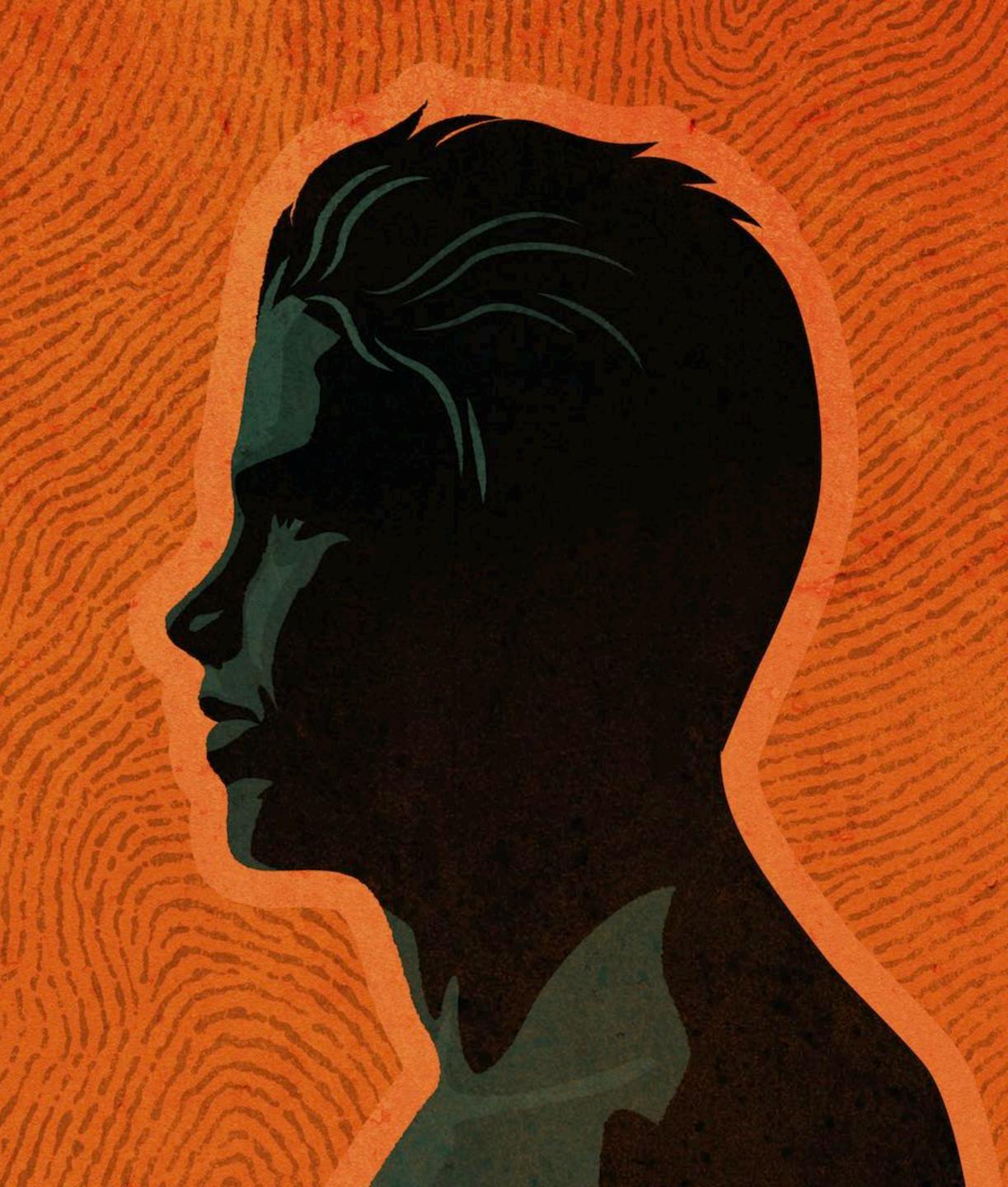
PROFILER

# 

IDEAL CUSTOMER PROFILE KIT



#### OFFERING

# SOCIAL MEDIA MANAGEMENT SERVICES FOR LOCAL BUSINESSES

#### COMPANY

- ► 10 employees
- Retail industry
- Main customer base: Local consumers

## PAIN POINTS

- Main challenge: Doesn't see results from current social media efforts
- Currently spends money on social ads with hardly any ROI
- Costing the company \$1K per month
- Business owner and partner are both looking for solution

#### GOALS

- Increase revenue by 10%
- Grow repeat customer base
- Increase customer loyalty

#### PRICE SENSITIVITY

- Company budget for this type of service: \$1K per month
- ldeal price range: \$600 to \$1200 per month

#### DEMOGRAPHICS

- ▶ 25-55 years old
- Local business owner
- Success at work measured by revenue
- Uses Facebook daily, in online groups for business owners
- Searches for new service providers by asking other business owners

### COMMON OBJECTIONS

- Doubts whether they'll see real ROI
- DIY attitude means they dislike the idea of working with a social media management service

#### DECISION FACTORS AND PROCESS

- Most likely to find out about our services from a referral
- Business owner and partner involved in the purchase process
- Other options usually considered: X company, Y company, Z product
- Needs real proof of ROI before being convinced

#### SERVICE USAGE

- Sees more ROI from social ads service
- Is interested in social media contest service
- Normally sees 400% ROI within 6 months
- Normally sees 50% increase in customer retention rate

#### ELEVATOR PITCH

OUR SERVICES ALLOW BUSY BUSINESS OWNERS
TO REACH THEIR CUSTOMERS ONLINE, AND
HELPS THEM BUILD A SOCIAL MEDIA FAN BASE
THAT KEEPS COMING BACK.