

PROFILER

# B2B SERVICE

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IDEAL CUSTOMER  
PROFILE KIT





OFFERING

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# SOCIAL MEDIA MANAGEMENT SERVICES FOR LOCAL BUSINESSES



## COMPANY

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

## PAIN POINTS

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- ▶ 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

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

## PRICE SENSITIVITY

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

## DEMOGRAPHICS

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- ▶ 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

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- ▶ 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

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- ▶ 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

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- ▶ 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

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