

PROFILER

SAAS CUSTOMER

IDEAL CUSTOMER
PROFILE KIT



OFFERING

SMALL BUSINESS CRM THAT
SPECIFICALLY CATERS TO AGENCIES.

DEMOGRAPHICS

- ▶ 30-50 years old
- ▶ Marketing agency owner
- ▶ Success at work measured by revenue
- ▶ Uses LinkedIn and Facebook daily, in online groups for business owners
- ▶ Searches for new products by asking other business owners

PRICE SENSITIVITY

- ▶ Company budget for this type of product: \$1K
- ▶ Ideal price range: \$100 to \$500 per user, per month

COMPANY

- ▶ 50 employees
- ▶ Marketing industry
- ▶ Main customer base: Local businesses

PAIN POINTS

- ▶ Main challenge: No way to keep track of leads and customer details
- ▶ Currently uses Excel, but is wasting a lot of time with it
- ▶ Costing the company \$1K per month
- ▶ Agency owner sole responsible for solving this problem

GOALS

- ▶ Increase revenue by 10%
- ▶ Expand customer base to bigger businesses

COMMON OBJECTIONS

- ▶ Price is too high
- ▶ Never used this type of software before
- ▶ Believes spreadsheet system is 'good enough'

DECISION FACTORS AND PROCESS

- ▶ Most likely to find out about our product from an ad on Facebook
- ▶ Agency owner and CFO involved in purchase process
- ▶ Other options usually considered: X tool, Y tool, Z product
- ▶ Most common pricing plan: Basic plan
- ▶ Normally uses full free trial period

PRODUCT USAGE

- ▶ Uses X feature, Y feature, and Z feature every day
- ▶ Has some trouble learning how to use W feature
- ▶ Most attracted to simple user interface
- ▶ Normally sees 200% ROI from [product]

ELEVATOR PITCH

OUR PRODUCT IS EVEN EASIER TO USE
THAN A SPREADSHEET: AGENCY OWNERS
SAVE TIME AND HAVE MORE INSIGHTS
INTO CURRENT DEALS AND CUSTOMERS.