**Target Client Profiles & Messaging**

**Recommendations for**



**Executive Summary**

The following document addresses these goals:

1. Identify the key targets (with influencers and referral sources) and the commonalities needed to strategically present NP Connect with solutions and competitive advantages.

2. Create clear concise messaging for the organization as a whole and each primary target.

3. Promote consistency in messaging throughout all marketing and sales materials.

4. Create clarity in identifying and nurturing opportunities with prospects and referral sources that match NP Connect ideals

5. Identify new marketing and sales tools/practices/channels for optimum positioning of NP Connect.

**Core Marketing Statement**

*(This should be a really high level statement that talks about why I get up out of bed in the morning – what cause the business is working toward, and why anyone should care – The core belief of the company)* “People don’t buy what you do, but why you do it. The goal is to do business with people who believe what you believe.”

My Why Statement:

Marketing Architect and your evolution partner

How I do that:

*(These are the “things” I deliver that allow you to achieve the WHY)*

* High quality work
* Proactively communicate to understand client needs
* Responsive, available and reliable work
* Meet deadlines and expectations
* Established connections and experience across multiple industries
* I am transparent, truthful and thoughtful
* I view marketing as a large system and build a structure with repeatable actions
* Analytical thinking and data driven decision making
* Turn ideas into reality – I become your brand
* Connect you to my network of partners/professionals
* Highly organized and efficient
* Creative, out of the box thinking

What I do:

*(Elevator pitch or quick description of the business and services – statements I make)*

* Digital Marketing strategy and execution
* Ecosystem assessments
* Enhance and/or build websites (includes ecommerce)
* Content development (Photography, writing and video)
* Deliver digital and traditional marketing project work
* Expert in search and social marketing
* Detail orientated graphic design services
* Out of the box thinking for creative and branding projects
	+ Define and create reporting structure (analytical framework)
	+ White labeled marketing support & Fractional CMO
	+ Marketing consulting and support (Digital and traditional)
	+ Project Management
	+ Email marketing

Who am I communicating to (my buckets)?

*(These are groups of “like” people that we can classify as an entity based on how we sell to them or what products/services they buy from us. Ex: Buckets for a staffing company would be: 1. Candidates 2. Clients. Each group is communicated to uniquely)*

1. B2B/B2C Businesses
2. Agencies

**Targets: “B2B and B2C Businesses”**

**Who they are (titles):** CMO,VP Marketing, Director of Marketing, Director of eCommerce, Marketing Manager, Communications Manager, Director of Public Relations, Director of Communications, VP of Communications, Sales and Marketing Manager, VP Sales & Marketing, Business Owners

**Business Sizes:** 40% focus on Small Businesses, under 100 people. 60% focus on larger companies $100M+ in annual revenue

**Where they work (industry type):** Food & Beverage, Manufacturing, Staffing, Professional Services, Fulfillment/Packaging, Printing, Assembly, Engineering Services, Automation/Electrical Distribution, Renewable Energy, Financial, Industrial Cleaning, Private equity (investment groups), Commercial leasing (vehicle/equipment), Government and eCommerce.

**Location:** 75% local to Wisconsin - 25% US (No international)

**Commonalities within this “bucket”**

*(These are general likenesses of ideal prospects based on their demographic, position, ability and mind set)*

* Decision makers are mostly ages 35 – 60
* 60/40 Male to Female ratio
* Their income is typically over $100k per year
* They have a small internal team
* They report to a President/Owner or board
* Always short on time
* Always has tight deadlines
* Unrealistic expectation of work/time that goes into a project
* Incentivized by performance
* Will make decisions based on relationships
* They want change but face internal barriers
* Uneven expectation of cost vs deliverable
* Not interested in project managing at campaign level – just want updates
* Wants someone to drive their agreed upon strategy
* Marketing generalists, but not an expert in anything specific
* Don’t know what else is out there other than agencies
* Unsure of value/pricing for services they need
* Want a full solution from one source
* Demanding of results and metrics
* Needs to see proof of work – samples
* Will always want to add on things as a project progresses (change scope)
* Has established relationships with vendors
* Quick to ask - Slow to respond
* Always looking for “easy” but never wanting “cheap”

**Challenges they face in their job:**

*(These are challenges the ideal prospect will face in general terms, or when selecting a partner like me to work with)*

* Lack of creative resources and/or budget
* Small team – may have limited experience outside of their industry
* Leaderships wants to maintain status quo instead of thinking outside the box
* Little or no KPI metrics or structure
* Uncertain of strategy or how to tell their story
* Crowded market place for marketing services – lots of options to choose from
* Not trusting of marketing solution providers
* Tight deadlines and targeted goals they have to hit (high pressure)
* Always getting calls from agencies – how do they tell the difference
* Never enough time – always busy
* Changing organizational needs and direction
* Lack of previous data/structure to tell the story of growth or why change is needed
* Need sporadic project work only
* Most agencies or marketing partners struggle with B2B marketing
* Feeling like they need to keep evolving – forgetting core business

**What motivates your ideal prospects?**

*(What makes my ideal prospect want to work with me, or incentivizes them in their job)*

* Seeing examples of work (being able to see what their project could look like)
* Referrals from trusted sources
* See the product in action
* Hitting sales goals – getting a bonus
* Having a good relationship - trust
* No drama/accidents
* On time/On budget delivery
* Structured processes and project management
* Clear communication
* Detailed and honest assessments that they can learn from
* Having their back – looking out for their best interests
* Presenting new ideas/technology that makes sense for their business
* Accurate reporting with insights and recommendation

**How do I talk to these Decision Makers:**

*(These are messages I will use on social media, email marketing, at events and on sales calls to sell them on NP Connect)*

Key Message #1: I am not an agency. I am a freelance business partner.

Key Message #2: Your trusted resource in web development

Key Message #3: Looking to upgrade your branding? Let me help!

Key Message #4: I have made branded videos with over 100M organic views

Key Message #5: Creating processes to make your marketing department self-sufficient.

Key Message #6: NP Connect is the digital marketing expert that you can trust.

Key Message #7: I am a marketing architect – and I want to work with you to build your digital ecosystem.

Key Message #8: With 15+ years of experience, I understand the unique needs of your B2B business and can provide the strategy and creative to capture new leads and track your ROI.

Key Message #9: Are you sick of the agency runaround? Need more attention to detail and a better relationship?

**Decision Influencers of this Prospect in the B2B/B2C bucket (Tier 1 – people)**: Co-workers/Peers, employees they manage, secretary (gate keeper), their bosses, friends/family/previous workers

**Who they are (titles):** Marketing Associate, Marketing Assistant, Sales Associate, Graphic Designer, Specialists, Coordinators, Brand Manager, Marketing Intern, Administrative Assistant, Product Manager, Project Manager, Web Developer, Marketing Strategist, President, Owner, VP, CFO, COO, CEO, Board Member, Owners

**What challenges does this group have?**

*(These are challenges the referral sources have in how they interact with the ideal prospect with your products/services in mind)*

* They may not value or understand how marketing works or what it costs
* They have unrealistic expectations
* They may not have a voice in the decision making process
* May not know who I am or what I do – why I am different
* The needs/priority of their departments may differ
* They may not understand how marketing or my services can impact their job (+ or - )

**What motivates this group?**

*(What makes this referral source want to work with me, or benefits them in their job)*

* Wants to learn and grow professionally
* Make their mark within their company
* Money (sales growth, raise or bonus)
* Grow their professional network

**How do I talk to these Decision Influencers:**

*(These are messages I could use on social media, email marketing, at events and on sales calls to sell them on NP Connect)*

Key Message #1: Get your free digital assessment today!

Key Message #2: Learn more about my work by seeing this case study on \_\_\_\_\_

Key Message #3: Can you plan your company’s quarterly social content in 4 hours? Learn how here!

Key Message #4: Are there gaps in your current marketing efforts? Let me take a look under the hood and provide added insight into your digital ecosystem.

**Decision Influencers of ideal prospects in the B2B/B2C bucket (Tier 2 – media)**

*What channels are your ideal prospects mostly on/involved with:* LinkedIn, Search sites, Video sites, trade magazines, trade events, Facebook (personal) and Twitter (personal).

**Internal/External challenges to using these channels to target and communicate with ideal prospects:**

* Channel research for effectiveness
* Cost – what type of investment is needed?
* Crowded marketplace on certain channels (search)
* Diverse creative and content plan that can hit segments of ideal prospects
* Is there an internal resource to manage, report and provide accurate analysis/recommendation
* Define a strategy and remain consistent

**Motivation to using these channels:**

* Most consultants don’t do a good job of marketing themselves.
* Ability to target decision makers and support selling efforts
* Brand awareness and service capability
* Tracking KPI’s
* Develop leads
* Test content
* Showcase capabilities to prospects – proof of concept

Key Media Goal #1: Create/Execute consistent content

Key Media Goal #2: Bring people back to your website

Key Media Goal #3: Utilize pixels to retarget ads – support during the buyers journey

Key Media Goal #4: Establish myself as the expert – provide value

Key Media Goal #5: Publish dynamic and exciting content

Key Media Goal #6: Be creative and stand out – take chances

Key Media Goal #7: Grow network by offering free services and connecting dots within my network

**Targets: “Agencies”**

**Who they are (agency types): “**Full service,” Web developers, Media/PR, Digital Marketing, Boutique, National Advertising, Branding, and SEO

**Who we should be talking to (titles):** Account Director, Account Executive, Account Manager, Account Supervisor, Advertising Campaign Manager, Advertising Director, Advertising Manager, Advertising Sales Director, Advertising Traffic Manager, Broadcast Account Manager, Creative Director, Digital Advertising Manager, Digital Advertising Sales Manager, Events Manager, Major Account Manager, Marketing Manager, Media Account Director, Media Director, Online Advertising Director, Online Advertising Manager, Print Traffic Director, Print Traffic Manager, Promotions Manager, Sales Manager, Senior Account Director, Social Media Advertising Manager, Owner, VP, Others…

**Commonalities within this “bucket”**

*(These are general likenesses of ideal prospects based on their demographic, position, ability and mind set)*

* Creative thinkers
* Part of a larger team
* Typically not the decision maker – based on their client need and their own capabilities
* Driven by price to accommodate their mark up
* Always short on time, has tight deadlines
* Understands the project work and how it plays with the “big picture”
* Needs to perform to survive – so they are looking for reliability
* Will make decisions based on relationships
* Lot so internal and exterior barriers to overcome for a decision
* Mix of marketing generalists and specialists, so ideas are overly analyzed and scrutinized
* Like working with local partners when possible
* This group of ideal prospects are demanding
* Needs to see proof of work – samples
* Will always have ideas or a direction they need to go – based on their client or parallel work
* Has established relationships with vendor network
* Wants to move fast

**Challenges they face in their job:**

*(These are challenges the ideal prospect will face in general terms, or when selecting a partner like me to work with)*

* Lack of internal strategic resources for specialty projects
* Part of a large team – includes their client team. Lots of opinions and ideas
* They don’t want to work with competing agencies if they don’t have to
* Their client budgets and their own margins will limit who they work with
* Uncertain of strategy or how to tell their story
* Crowded market place – they always have to find ways to add value to their clients
* Tight deadlines and targeted goals they have to hit (high pressure)
* Inconsistent workloads – high and low
* Never enough time – always busy
* Changing needs and direction from their clients
* Project work only
* Most of their clients don’t have strong brand guides and core company docs to set the tone for target audience

**What motivates this ideal prospects?**

*(What makes my ideal prospect want to work with me, or incentivizes them in their job)*

* High level insight for areas outside of their expertise
* Results focused thinking with a base in structure and reporting
* Seeing examples of work (being able to see what their project could look like)
* Referrals from trusted sources (previous work with them)
* Vast capabilities with quick turnarounds
* Hitting client deadlines (high quality work that results in good client feedback)
* Having a good relationship - trust
* No drama/accidents
* On time/On budget delivery
* Structured processes and project management
* Clear communication of project scope and terms of agreement
* Being able to take and follow clear direction
* Presenting new ideas/technology that makes sense for their business
* Client meeting participation or contribution to the process

**How do I talk to these Decision Makers:**

*(These are messages I could use on social media, email marketing, at events and on sales calls to sell them on NP Connect)*

Key Message #1: As a freelancer I can add flexibility and knowledge to your project at an affordable rate.

Key Message #2: I have worked across numerous industries providing the highest quality websites to both info sites and ecommerce sites.

Key Message #3: Working with my client\_\_\_\_ was a blast! Check out the videos I made for them.

Key Message #4: Expanding your network and working with freelancers like me can open your network and allow for more opportunities in the future.

Key Message #5: Bringing in an expert resource will add value to your client relationship and allow your team to absorb new ways of thinking.

**Decision Influencers of this Prospect in the “*Agency*” bucket (Tier 1 – people)**– Co-workers/Peers, previous clients, contractors, employees they manage, secretary (gate keeper),

**Who they are (titles):** Advertising Assistant, Advertising Buyer, Advertising Coordinator, Advertising Specialist, Agency Account Coordinator, Assistant Account Executive, Assistant Buyer, Assistant Media Planner, Brand Manager, Client Strategist, Client Support Specialist, Communications Coordinator, Content Marketer, Developer, Digital Advertising Specialist, Digital Media Planner, Interactive Media Buyer, Interactive Media Planner, Internet Advertising Buyer, Junior Account Planner, Marketing Associate, Marketing Coordinator, Media Buyer, Media Coordinator, Media Planner, Media Research Analyst, Media Specialist, National Account Coordinator, Online Advertising Coordinator, Target Marketing Strategist, Traffic Manager, Web Analytics Consultant

**What challenges does this group have?**

*(These are challenges the referral sources have in how they interact with the ideal prospect with my products/services in mind)*

* They may not have a voice in the decision making process
* May have little experience or specific knowledge
* May not know who I am or what I do – why I am different
* The needs/priority of their client may be different
* They can’t work with a competing agency or freelancers in general

**What motivates this group?**

*(What makes this referral source want to work with me, or benefits them in their job)*

* Wants to contribute to the project – stand out in the agency as a resource
* Wants to learn and grow professionally
* Money (sales growth, raise or bonus)
* Grow their professional network

**How do I talk to these Decision Influencers?**

*(These are messages I could use on social media, email marketing, at events and on sales calls to sell them on NP Connect)*

Key Message #1: Check out my trick shot beer passing videos here!

Key Message #2: Learn more about my work by seeing this SAR (Situation Action Result) on \_\_\_\_\_

Key Message #3: Would your website pass the test? Get a free assessment today so you can learn ways to improve your digital footprint.

Key Message #4: Are there gaps in your current service offerings. Let me sub-contract your work while you build your own capabilities.

Key Message #5: Learn how you can easily assess your client’s digital ecosystem.

**Decision Influencers of ideal prospects in the “Agency” bucket (Tier 2 – media)**

*What channels are these influencers mostly on:* Facebook (personal), Instagram (personal) and Twitter (personal) LinkedIn, Search sites, Video sites, and at trade events.

**Internal/External challenges to using these channels to target and communicate with ideal prospects:**

* Channel research for effectiveness
* Cost – what type of investment is needed?
* Crowded marketplace on certain channels (search)
* These aren’t decision makers so there has to be a lot of value in the content – be a resource

**Motivation to using these channels:**

* Ability to target decision influencers and support selling efforts
* Brand awareness and service capability
* Tracking KPI’s
* Develop leads
* Showcase capabilities to prospects – proof of concept

Key Media Goal #1: Establish myself as the expert – provide value

Key Media Goal #2: Bring people back to my website

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