

MARK | THE MARKETING LEADER

PROFILE

Age : 45
Occupation : VP of Marketing
Industry : Consumer tech
Company Size : 50 people, 10 people on team



Hardworking

Ambitious

Leader

Polished

BIOGRAPHY

As a marketing leader, Mark cares about the big picture, not the details. He is busy managing marketing efforts at a high level and is measured on the outcomes his team provides.

Mark is looking for a reliable partner that can give him the results he needs quickly and regularly – helping him achieve his goals and look good to upper management.

MOTIVATIONS

- I want to make sure the CEO is happy with marketing outcomes.
- Outcomes are most important, I don't need to know the details behind them.
- There's a lot of pressure on me to demonstrate success internally. I'm looking for quick wins.
- I want to grow my career and improve my track record.

GOALS

- To find a partner who understands my vision and can successfully execute on it.
- To grow the company I work for and impress my CEO.
- To lead a strong team who can function efficiently with minimal oversight.

FRUSTRATIONS

- I need to make my marketing budget go further.
- We aren't getting as many leads/sales as I want
- I'm concerned we're losing current customers and our retention rate is suffering,
- We've invested a lot in tech solutions that aren't performing.
- In rapidly changing market conditions, I need to be able to pivot quickly & still show results.

AGENCY-SPECIFIC FRUSTRATIONS

- It's difficult for me to trust agencies as they consistently underdeliver.
- I don't have time to sift through all of the viable agency options.
- Agencies don't take the time to understand our business, they don't care about the results like I do.
- The agency process is too dragged out, I need results fast.

TO SERVICES FOR THEM

- Any service that fits into their end goal and delivers quick results/improvements.
- Training/coaching services for their existing team so that they can fill any of the identified skill gaps.
- Audits of their current channels that provide recommendations to rapidly improve.

VALUED KPI'S

Sales

Marketing leads

Efficient spend/use of resources

Staying on top of trends

HOW THEY SHOP FOR AGENCY SERVICES

Mark is constantly getting pitched to. Unless a particular service is top-of-mind or urgent, he's likely not paying to the many agencies looking for his attention.

Word of mouth or a recommendation from a team member will likely get his attention enough to evaluate/recommend a vendor. Very specific messaging or content that speaks to a particular pain point will also get him interested.

ANNA | THE BUSINESS OWNER

PROFILE

Age : 53
Occupation : CEO
Industry : Outdoor retail
Company Size : 20 people, 1-2 people on marketing team



Extrovert

Ambitious

Leader

Polished

BIOGRAPHY

As a business owner, Anna wears many hats in her company and is involved at a very high level. She is the most passionate about the company and its future but also has the most at stake.

Anna is looking for an agency with expertise that she can trust. She doesn't know much about digital marketing (and doesn't care to) other than she needs it to grow and keep up with competition.

MOTIVATIONS

- I want to make my company a leader in its industry.
- I truly believe what we offer is the best-in-class and I want to communicate that to the public.
- I have a lot on the line with this company, its success is personal to me.
- I want to build a team of experts.
- I want to keep stakeholders happy.

GOALS

- Growing the business
- Being financially sound, I have a lot at stake with this company.
- Building a team that can work independently.
- May have a long-term goal to sell the business or retire; the work we do can boost the value of their company and their personal success.

FRUSTRATIONS

- I'm concerned about revenue, I want sales to come in consistently.
- There's a lot of competition in this space, I'm always concerned about how we stack up.
- In rapidly changing market conditions I need to be able to pivot quickly and still show results.
- I want to support my team and avoid turnover.

AGENCY-SPECIFIC FRUSTRATIONS

- It's difficult for me to trust agencies. I'm always being sold to and am a bit jaded.
- I don't have a strong enough marketing background to properly evaluate agencies or their effectiveness.
- I want results quickly, I don't need to know how it's done.
- No agency will care the way I do about my business' goals.
- Agencies are expensive, I'm not sure they're worth the investment.

TO SERVICES FOR THEM

- Any service that communicates a succinct strategy that hits short & long-term objectives.
- Services that improve their KPIs and identify new ones.
- Services that can build their team/improve company in the long-term.
- Auditing their current channels and providing recommendations to rapidly improve.

VALUED KPI'S

Revenue growth

Company growth

HOW THEY SHOP FOR AGENCY SERVICES

Anna is busy and doesn't care to know the in's and out's of digital marketing. Because of this, she's not aware of specific services that would benefit her company.

Word of mouth or a recommendation from someone in her company will likely get her attention enough to either evaluate the vendor or pass it along to someone else on her team.

MEGAN | THE MID-LEVEL MARKETING EXPERT

PROFILE

Age : 35
Occupation : Ecommerce Marketing Director
Industry : Health & Wellness
Company Size : 100 people, managing 5 people



Resourceful

Ambitious

Methodical

Optimistic

BIOGRAPHY

As a mid-level marketing expert, Megan has a wide range of marketing responsibilities. Because of this, it's easy for her to feel stretched thin managing both detail and big-picture execution.

Megan is a great marketing leader but doesn't have specific channel experience. She is hoping to find a partner that has expertise where she doesn't and can fill in the gaps.

MOTIVATIONS

- I want to prove my worth and grow in my career.
- I want to support and advocate for my team.
- I need to do the most with the budget I am given.
- I want to save time by making processes more efficient.
- To understand and utilize my team's skills while finding quality external resources to fill in any gaps.

GOALS

- Growing their career/providing value to leadership.
- Ensuring their team is hitting goals.
- Justifying their marketing strategy to their boss so they can get the latitude and resources to do it well.
- Staying on top of trends that affect business.

FRUSTRATIONS

- I don't know everything about digital marketing and I'm worried I will make the wrong decision for the company.
- I'm concerned I'm not proving my value to leadership.
- I simply don't have enough bandwidth to be on top of everything.
- I wish I had more of a say in big company decisions.
- Leadership doesn't understand what my team can achieve with the right resources.

AGENCY-SPECIFIC FRUSTRATIONS

- I know a little about a lot in marketing so I'm concerned I'll make the wrong decision when choosing vendors for specific purposes.
- We need an agency's help, but it's hard getting the final sign-off from leadership.
- It's difficult finding an agency that can do what we need within our budget.

TO SERVICES FOR THEM

- Analytical deliverable that bubble up key trends and insights.
- Services that allow them to show profitable insights internally.
- Training services for them & their team.
- Any service that fits into their company's end goal and allows them to show quick progress to leadership.

CHANNEL SPECIFIC KPIS:

ROAS

Organic traffic volume

Conversions

HOW THEY SHOP FOR AGENCY SERVICES

Megan understands what her company is capable of from a marketing standpoint but needs external resources to accomplish all of them well and quickly. She's looking for a partner to bounce ideas off of and who can show results quickly.

If Megan is aware of a specific gap or pain point in her team, it's likely she will briefly seek it out. However; word of mouth or a recommendation from a colleague is more likely to get her attention. Once she narrows her search, she will pass off to her manager for final sign-off.

STEVEN | THE MARKETING PRACTITIONER

PROFILE

Age : 30
Occupation : Senior Ecommerce Manager
Industry : Bicycle retail
Company Size : 70 people, 1-2 on ecommerce team



Resourceful

Methodical

Clever

Skeptical

BIOGRAPHY

As a marketing practitioner, Steven is skilled in his particular craft. He enjoys getting deep and detailed in digital strategy and provides quality insights to the rest of his team.

Steven knows a fair amount about SEO, paid media and content but doesn't have the bandwidth to get as deep in the weeds as he knows is necessary to drive serious results.

MOTIVATIONS

- I want to prove my worth and grow in my career.
- I want to save time by making processes more efficient.
- I want to learn new skills that set me apart from other marketers.

GOALS

- Growing their career and in their craft.
- Staying on top of digital marketing trends and strategy.
- Getting more autonomy from leadership to try new strategies.

FRUSTRATIONS

- I wish I knew more about specific digital marketing aspects such as technical SEO.
- I have a lot of ideas to grow the business but it's difficult to get leadership's sign-off.
- I have pride in what I do and it's difficult for me to admit when I don't know something.

AGENCY-SPECIFIC FRUSTRATIONS

- I don't want an agency to tell me what to do, I need them to enhance my strategy with their expertise.
- It's difficult to find an agency with serious expertise or skills that I don't already have.
- We need an agency's help but it's hard to get the final sign off from leadership.

TO SERVICES FOR THEM

- Analytical deliverable that bubble up key trends and insights.
- Ideas they can pitch to leadership.
- Training services that will help them grow in their career.
- Any service that enhances their digital strategy and makes them more efficient.

CHANNEL SPECIFIC KPIS:

ROAS

Organic traffic volume

Conversions

HOW THEY SHOP FOR AGENCY SERVICES

Steven doesn't need to be convinced of the impact analytical digital marketing has. However; he's spread too thin in his current role to get deep in data.

Steven knows enough about digital marketing to be skeptical of agencies and ask poignant questions. He wants to find an agency with experts in specific areas of digital marketing that he can partner with. Once he finds an agency that he likes, he has to pitch it to his manager.