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.