Marketing Consultant

Millennials like this are usually warm, outgoing and talkative. They make friends easily and are often popular and well-liked because they are attuned to the emotions of others. They tend to be guided by their intuition and focus on the here and now. Others consider them competitive and image-conscious, and appreciate them because they love to get things done. They care deeply for family and friends, and often have a wide circle of friends because they see the potential in just about everyone. They are often inspiring leaders who act as catalysts for individual and group growth.

Age: 38
Level: Professional
Department: Operations
Job: Marketing Consultant
Company Type: Professional Services: Marketing
Buying For: Self
Role: Buyer
Region: undefined

Needs:
• Be happy
• Be popular
• Be accepted

Nature:
• Very persuasive
• Proactive

Orientation:
• People-oriented

Decision-Making Process:
• Heuristic
• Charismatic
• Relies on "sixth sense," "gut reactions" and hunches

Typical Sales Cycle:
• Average

Can It Be Shortened?
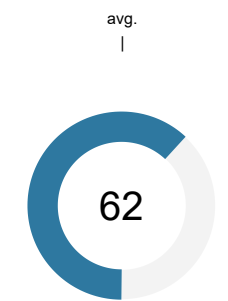• Unlikely

Are Decisions Final?
• Yes

Sales Dos:
• Consider the betterment of the group
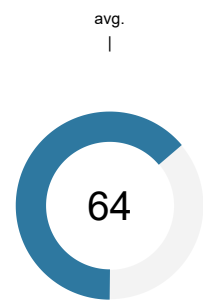• Focus on positive
• Compliment them

Sales Don'ts:
• Piss them off
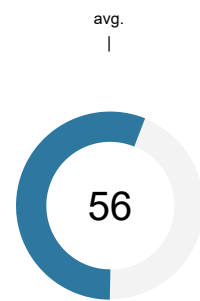• React negatively
• Point out their shortcomings or failings
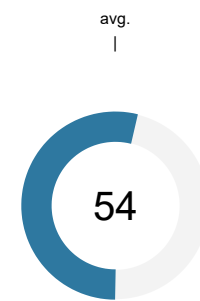
Personality Traits & Characteristics

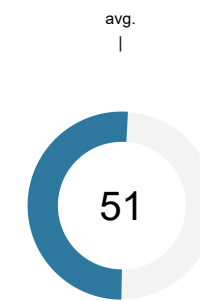| avg.	avg.	avg.	avg.	avg.
62	64	56	54	51
Agreeableness	Openness	Impulse Control	Doing Vs. Thinking	Extroversion

Professional Life

Employment

Job:

• Marketing Consultant

Job Description:

• Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.

Employment By Industry:

• Professional, scientific, and technical services (26.8%)

• Finance and insurance (9.35%)

• Information: broadcasting, motion pictures, publishing, telecommunications, and internet (8.36%)

• Wholesale trade (7.33%)

• Management of companies and enterprises (7.15%)

• Manufacturing (5.53%)

• Self-Employed, Multi-industry or Unclassified (5.53%)

• Administrative and support and waste management and remediation services (4.85%)

• Healthcare and social assistance (4.58%)

• Other services (except public administration) (4.23%)

• Retail trade (3.97%)

• Educational services; state, local, and private (3%)

• Real estate and rental and leasing (2.39%)

• Arts, entertainment, and recreation (2.04%)

• Construction (1.88%)

• Accommodation and food services (1.18%)

• Government (1.05%)

• Transportation and warehousing (0.93%)

• Utilities (0.22%)

• Agriculture, forestry, fishing and hunting (0.09%)

• Mining, quarrying, and oil and gas extraction (0.06%)

Sector:

• Business and Financial Operations Occupations

Category:

• Market Research Analysts And Marketing Specialists

Typical Education Level:

• Bachelor's degree

Category Size:

• 868600 (US)

10-yr Growth Rate:

• 13.4%

Pain Points & Priorities

Job:
• Marketing Consultant

Job Description:
• Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.

Pain Points:
• **Data Collection:** Collecting and analyzing accurate and relevant market data.
• **Consumer Behavior:** Understanding and predicting consumer behavior and preferences.
• **Competition Analysis:** Assessing the competitive landscape and market trends.
• **Marketing ROI:** Measuring and proving the return on investment for marketing strategies.
• **Digital Marketing:** Keeping pace with rapidly evolving digital marketing platforms and strategies.
• **Ethical Considerations:** Addressing ethical concerns related to data privacy and consumer trust.
• **Targeting Challenges:** Identifying and reaching the right target audience effectively.

Priorities:
• Market Research Accuracy
• Customer Satisfaction
• Marketing Campaign ROI
• Lead Generation
• Brand Awareness

Professional Focus:
• Group acceptance

Wants To:
• Get along

Always:
• Does things that help others/improve the lives of others

Tools & Technologies

Job:

• Marketing Consultant

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Tools & Technologies Used (By Category):

• Desktop Computers, Notebook Computers, Personal Computers, Personal Digital Assistant Pdas Or Organizers, Scanners, Tablet Computers

Software Used

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Software Used (By Category):

• Project Management Software, Analytical Or Scientific Software, Document Management Software, Development Environment Software, Video Creation And Editing Software, Graphics Or Photo Imaging Software, Web Page Creation And Editing Software, Desktop Publishing Software, Content Workflow Software, Data Base User Interface And Query Software, Data Base Management System Software, Operating System Software, Enterprise Resource Planning Erp Software, Customer Relationship Management Crm Software, Web Platform Development Software, Data Mining Software, Financial Analysis Software, Expert System Software, Point Of Sale Pos Software, Map Creation Software, Information Retrieval Or Search Software, Sales And Marketing Software, Word Processing Software, Office Suite Software, Business Intelligence And Data Analysis Software, Electronic Mail Software, Categorization Or Classification Software, Spreadsheet Software, Presentation Software, Object Or Component Oriented Development Software, Data Base Reporting Software, Transaction Security And Virus Protection Software, Internet Browser Software

Trends

Job:

• Marketing Consultant

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Occupational Trends:

• Big Data Analytics: Utilizing big data analytics for market research and customer insights.

• Digital Marketing: Emphasis on digital marketing channels and strategies.

• Consumer Behavior Analysis: In-depth analysis of changing consumer behaviors.

Key Performance Indicators

Company Type:

• Professional Services: Marketing

Company Size:

• Medium

Sector:

• Business and Financial Operations
  Occupations

Description:

• The marketing and advertising industry
  involves promoting products, services, and
  brands to target audiences.

Revenue and Financial Metrics:

• **Total Revenue:**The overall income generated from services provided to clients.

• **Revenue Growth Rate:**Measuring the increase in revenue over a specific period.

• **Average Revenue per Client:**Calculating the average income generated from each client relationship.

• **Profit Margin:**Evaluating the profitability of the services offered.

• **Client Billing and Collections:**Monitoring the efficiency of billing and the collection of payments from clients.

• **Client Retention Rate:**Calculating the percentage of clients who continue to use the firm's services over time.

Project Performance:

• **Project Profitability:**Assessing the profitability of individual projects or engagements.

• **Project Margin:**Calculating the difference between project revenue and project-related expenses.

• **Project Timeliness:**Measuring whether projects are completed on schedule.

• **Project Budget Adherence:**Ensuring that projects stay within budget.

• **Utilization Rate:**Tracking the percentage of billable hours worked by employees or consultants.

Employee and Resource Management:

• **Employee Productivity:**Measuring the efficiency of employees or consultants in delivering services.

• **Billable Hours:**Tracking the number of hours spent on billable client work.

• **Resource Allocation:**Ensuring the right resources are assigned to projects based on skills and availability.

• **Employee Satisfaction:**Measuring employee morale, job satisfaction, and turnover rates.

• **Training Completion Rate:**Ensuring employees receive required training and certifications.

Client Satisfaction and Engagement:

• **Client Feedback:**Gathering feedback from clients to assess satisfaction and identify areas for improvement.

• **Net Promoter Score (NPS):**Measuring client loyalty and likelihood to recommend the firm's services.

• **Client Referrals:**Measuring the number of new clients gained through referrals.

Key Performance Indicators (continued)

Company Type:

• Professional Services: Marketing

Company Size:

• Medium

Sector:

• Business and Financial Operations Occupations

Description:

• The marketing and advertising industry involves promoting products, services, and brands to target audiences.

Marketing and Business Development:

• **Lead Generation:**Measuring the number of leads and inquiries generated.

• **Conversion Rate:**Evaluating the effectiveness of turning leads into paying clients.

• **Marketing ROI:**Measuring the return on investment for marketing and business development efforts.

• **Client Acquisition Cost (CAC):**Calculating the cost of acquiring each new client.

Quality Assurance:

• **Quality of Service:**Assessing the quality and effectiveness of services provided.

• **Client Complaints:**Monitoring and addressing client complaints or issues promptly.

• **Project Review and Evaluation:**Conducting post-project reviews to identify lessons learned and areas for improvement.

Financial Health:

• **Cash Flow Management:**Monitoring cash flow to ensure consistent income and financial stability.

• **Debt Management:**Managing outstanding debts and loans effectively.

Legal and Regulatory Compliance:

• **Contractual Compliance:**Ensuring the terms and conditions of contracts and agreements are met.

• **Industry Compliance:**Adhering to industry-specific regulations and standards.

Key Performance Indicators (continued)

Company Type:

• Professional Services: Marketing

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Sustainability and Environmental Metrics:

• **Sustainable Practices:**Implementing and tracking environmentally friendly practices, if applicable.

• **Community Engagement:**Measuring the firm's impact on the local community through charitable initiatives or volunteer work.

Campaign Performance Metrics:

• **ROI:**Assessing the overall return on marketing investments, including advertising.

• **Conversions:**Measuring the percentage of users who take a desired action (e.g., make a purchase, sign up) after clicking on an ad.

• **Cost-Per-Conversion:**Calculating the cost of each desired action (e.g., purchase, sign-up) generated by the advertising campaign.

• **Impressions:**Measuring the total number of times an ad is viewed.

• **Unique Visitors/Reach:**Tracking the number of unique individuals who see the ad.

• **Engagement Rate:**Measuring the percentage of users who interact with the ad (e.g., likes, shares, comments).

• **View-Through Rate (VTR):**Tracking the percentage of users who view a video ad to completion.

• **Click-Through Rate (CTR) by Ad Creative:**Analyzing the performance of different ad creatives.

• **Ad Position on Search Engines:**Tracking ad performance in different positions on search engine results pages.

• **Likes, Shares, and Comments:**Tracking user engagement with social media ads.

• **Social Media Followers and Growth:**Monitoring the growth of social media followers through advertising.

• **Brand Awareness and Recall:**Measuring changes in brand awareness and recall resulting from advertising campaigns.

Prospecting

In:
• Mutual connection or shared interst or group affiliation

Angle:
• Appeal to curiosity
• Be upbeat, positive
• undefined

First Contact:
• Call

Be Prepared To Provide:
• Minimal information

How Quickly Should You Respond To Replies?
• Respond within 48 hours, if possible

Use Emojis In Messages?
• Yes

Grammar & Punctuation:
• Casual

Industry:
• Marketing and Advertising

Relevant NAICS Codes:
• Advertising, Public Relations, and Related Services (5418), Graphic Design Services (54143), Public Relations Agencies (54182), Marketing Research and Public Opinion Polling (54191), Marketing Consulting Services (541613)

Interact On Social?

Follow

Like

Comment

Comment

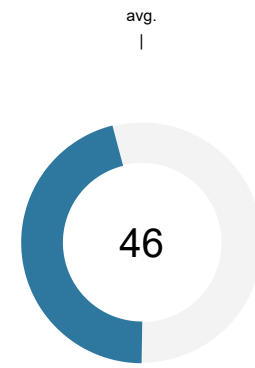# Messaging

Voice:
• Authority

Tone:
• Social

Messaging Subtext:
• Show them how use results in recognition/personal visibility

Story Arcs:

avg.

54
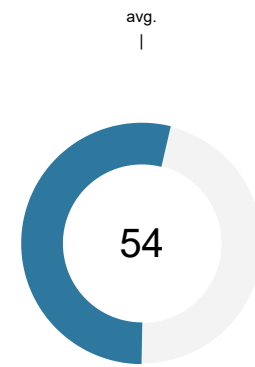
Appeal Of Transformational Narratives

avg.

46

Appeal Of Informational Narratives

Stress:
1. Technologically Advanced
2. Innovative
3. Novel/New

Highlight:
• Superiority Of Features

Quote/Reference:
• Experts

Be Prepared To Provide:
• Minimal information

Use FOMO?
• FOMO

Key Product/Service Question Content Should

Answer:
• Is it good?

Content Creation

Keyword Usage:

avg.

59
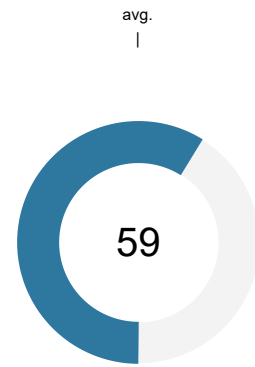
Less Specific To More Specific

Subject Line Hierarchy:

1. Personal narratives:

   ex: The time I had to do a demo underwater
   template: The time I had to [INDUSTRY-SPECIFIC ACTIVITY] in [AN UNUSUAL LOCATION OR CIRCUMSTANCE]
   ex: Everything I learned about marketing I learned from my Mom
   template: [TOPIC] [ACCOMPLISHMENT] [UNUSUAL SOURCE, LOCATION, CIRCUMSTANCE, ETC.]

2. Data/technical:

   ex: Why personality-based sales is 46% more effective
   template: Why [KEY PRODUCT BENEFIT] is [STATISTICAL IMPACT] [BETTER, FASTER, CHEAPER, ETC.]
   ex: Get results 8x faster
   template: Achieve [GOAL] [VERIFIABLE CLAIM]

3. Intrigue/curiosity:

   ex: The one thing that will improve your conversion rates (hint: it's not cold-calling)
   template: The one thing that will improve [EXISTING PAIN POINT OR NEED] (hint: it's not [OBVIOUS SOLUTION])
   ex: The crazy-stupid way to close 10x more deals (and no, it's not what you think)
   template: The [METHOD] to achieve [GOAL] [TEASER]

Themes To Consider:

- Being safe
- Feeling secure
- Achieving your goals
- Being recognized for personal achievements
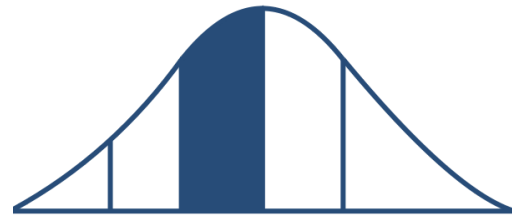- Self-improvement and self-empowerment

🎭🎭

Conversions

Adoption Curve Entry Point:

• Early-majority

Nurturing Sequence:

⌄

Share category-related memes to get likes, shares and comments

⌄

Post real-world stories and personal anecdotes that illustrate relevant use cases

⌄

Re-post user/customer ratings that help demonstrate the overall superiority of key features

⌄

Send a DM/email invitation to check out an exclusive co-branding initiative, collab or partnership

⌄

Share 3rd-party academic studies that present both pros and cons, and feature experts

⌄

Send a personal invitation to a people-oriented panel discussion with a transformational theme

⌄

Share use case-based assessments that focus on the rational impacts of product/service use

Need To Consider Options:

avg.

53

Less Likely To More Likely
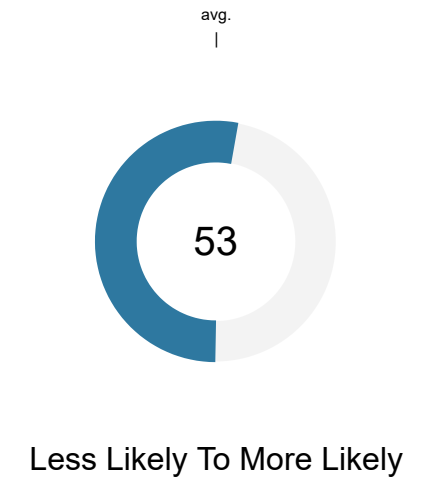
Awareness

Owner

• Mkt.

KPIs

• Site Traffic
• Ad Impressions
• Keyword Searches
• Inbound Links
• Fans
• Followers
• Cold Open Rates

Buyer Journey

• Problem Identification

Suggested Content

• Ads
• Blog Posts
• Category/Value Prop How To's...
• Cold Outreach
• Collabs/Co-Branding Partnerships
• Contests
• Memes
• Paid Search
• Panels
• ROI Assessments
• SEO
• Social Media
• Sweepstakes
• Use Case Overviews & Assessments
• Videos (Transformational)

Interest

Owner

• Mkt.

• Sales

KPIs

• Page Views (Product)

• Bounce Rates

• Time-On-Site

• Click-Through Rates

• Likes

• Shares

• Follows

• Opt Ins

• Demos (Virtual or IRL)

Buyer Journey

• Solution Exploration

Suggested Content

• Academic Studies

• Assessments

• Blog Posts

• Case Studies

• Category/Value Prop How To's...

• Customer Stories

• Events With Transformational Themes

• FAQs

• Head-To-Head Product Comparisons

• Industry/Category-Specific Third-Party Research

• Landing Pages

• Paid Search

• Panels

• ROI Assessments

• SEO

• Social Media

• Sweepstakes

• Use Case Overviews & Assessments

• Videos (Transformational)

Evaluation

Owner

• Sales
• Mkt.

KPIs

• Page Views (Product)
• Page Views (Process)
• Page Views (Use Cases)
• Page Views (Pricing)
• Page Views (FAQ)
• Bounce Rates
• Time-On-Site
• Click-Through Rates
• Shares
• Opt Ins
• Demos (Virtual or IRL)

Buyer Journey

• Requirement Building

Suggested Content

• Academic Studies
• Case Studies
• Category/Value Prop How To's...
• Demos (Product vs. Competitors)
• Events With Transformational Themes
• FAQs
• Industry/Category-Specific Third-Party Research
• Landing Pages
• Panels
• ROI Assessments
• Sweepstakes
• Use Case Overviews & Assessments
• Videos (Transformational)

Consideration

Owner

• Sales

• Finance

KPIs

• Page Views (Product)

• Page Views (Process)

• Page Views (Use Cases)

• Page Views (Pricing)

• Page Views (FAQ)

• Bounce Rates

• Time-On-Site

• Click-Through Rates

• Shares

• Opt Ins

• Re-targeting

• Demos (Virtual or IRL)

Buyer Journey

• Supplier Selection; Quotes, Pricing & Negotiation

Suggested Content

• Academic Studies

• Case Studies

• Category/Value Prop How To's...

• Collabs/Co-Branding Partnerships

• Demos (Product vs. Competitors)

• Networking Events

• Presentations

• Pricing Pages

• Product Pages

• User/Customer Ratings

• Videos (Transformational)

• eBooks

Conversion

Owner

• Sales
• Finance
• Operations
• Customer Success

KPIs

• Purchase Orders
• Invoices
• Sales

Buyer Journey

• Purchase; Delivery

Suggested Content

• Academic Studies
• Category/Value Prop How To's...
• Collabs/Co-Branding Partnerships
• Demos (Product vs. Competitors)
• User/Customer Ratings

Retention

Owner

• CS
• Mkt.
• Sales

KPIs

• Usage (Volume, Frequency)
• Churn
• Upsells
• Page Views (How Tos, Learning
  Center, etc.)
• Page Views (Product Upgrades)
• Click-Through Rates
• Shares
• Referrals

Buyer Journey

• Post-Sales Support

Suggested Content

• Best Practices Emails
• Contests
• FAQs
• Help Desk Notifications
• Loyalty Offers
• Satisfaction Surveys
• Social Media
• Support Articles
• Sweepstakes

Demos & Events

Demo Tone:

• Subjective/personal

Focus On:

• Superiority Of Features

Expect Them To Be A Listener Or A Talker?

• Talker

Guide? Or Self-Guide?

• Guide

For Virtual Demos:

• Provide specific log in time

Rundown:

1
Start with "why we're here"

2
Use an emotional hook

3
Highlight technologically advanced/innovative features

4
Show them they'll be able to control choices like add-ons, upgrades, timing, billing cycle, etc.

5
Ask them if they have any feedback

Suggested Event Type:

• Social

Why This Person Might Attend:

• See and be seen/elevate or maintain status

Event Size:

• Large

RSVP:

• Ask for a "Yes!" by a specific date

Suggested Events & Activities:

• Co-branding Initiatives, Collabs, Partnerships

• Contests

• Sweepstakes

• Cause-Charity Marketing

• Public Sampling

• Referral Programs

• Findings & Discoveries Seminars