

# CUSTOMER PERSONA

**CREATED FOR: SUSTAINABILITY CONSULTANT**

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# Your Business Profile

# Your Business Profile

**Based on the information you've provided about your business, here's a summarized list in bullet points:**

- **Business Nature:** Independent Sustainability Advisor.
- **Target Market:** UK-based SME+ (Small and Medium-sized Enterprises Plus).
- **Client Criteria:**
  - Interested in improving their green credentials.
  - Engaged in R&D or working with innovative products/services.
  - Typically have 20+ employees and an annual revenue of over £800k.
- **Services Offered:**
  - Identification of R&D tax benefits.
  - Assistance in securing grants for innovation.
- **Specialized Sectors:**
  - Product development.
  - Manufacturing.
  - Energy-intensive industries (e.g., iron and steel, refining and chemicals, glass, paper and pulp, oil refining, ceramics, food and drink, etc.).
- **Primary Client Contacts:**
  - C-Level Executives (CEO, COO, CTO).
  - VPs, Directors, Managers.
  - Governance and Risk Compliance Teams.
  - IT Security Specialists (including Cisco).
  - Financial, Legal, and Secretarial Professionals.
  - Personal Assistants (PAs).
  - Business Owners, Founders, Partners.
  - R&D Teams.
  - Cyber Security Specialists.

# Your Customers Profile

# Your Customers Profile

## Why is creating a Customer Profile important for your business?

An in-depth and detailed customer profile or avatar, can guide your marketing strategy, ensuring your messaging and tactics are well-aligned with your target audience's needs, behaviors, challenges and preferences. Its vital for small businesses for several reasons (below), as it helps you to understand, target, and ultimately satisfying customers more effectively.

- **Personalized Marketing:** Understanding your customers' needs, preferences, and behaviors allows you to create marketing messages that resonate with them on a personal level.
- **Product Development:** Knowing your customers helps in developing or modifying products or services that meet their expectations and demands.
- **Effective Segmentation:** By categorizing customers based on demographics, psychographics, and behavior, you can target specific segments more precisely.
- **Enhanced Customer Experience:** Tailoring the customer experience according to your customer profile can increase satisfaction and loyalty.
- **Optimized Advertising:** Spend marketing budget efficiently by targeting the platforms and channels your customers most frequently use.
- **Improved Sales Strategy:** Sales teams can tailor their approach to suit the identified needs and wants of the specific customer profiles.
- **Risk Mitigation:** Understanding potential pain points and challenges of your customer allows for preemptive strategies to avoid dissatisfaction or loss of business.
- **Competitive Advantage:** Gaining an in-depth understanding of your customers can provide insights that set you apart from competitors who may have a more superficial understanding.
- **Pricing Strategy:** Knowing the financial behaviors and expectations of your customer base can assist in setting a pricing strategy that meets their expectations while maintaining profitability.
- **Enhancing Customer Loyalty:** Personalized engagement and services that resonate with the customer's values and expectations can lead to increased loyalty and word-of-mouth referrals.
- **Data-Driven Decisions:** Customer profiles enable businesses to make informed decisions based on real data rather than intuition, increasing the likelihood of success in various initiatives.
- **Supply Chain Alignment:** If you understand what your customers value, such as sustainability or local sourcing, you can align your supply chain and partnerships accordingly.

# Your Customers Profile

## DEMOGRAPHICS

- **Age:** 35-55 years. This age range typically encompasses individuals in senior decision-making positions.
- **Location:** Predominantly based in the UK, likely in urban or industrial areas.
- **Job Titles:** CEO, COO, CTO, VP, Director, Manager, Governance and Risk Compliance Officer, IT Security Specialist, Financial Officer, Legal Advisor, Secretary, Personal Assistant, Owner, Founder, Partner.
- **Industry:** Product development, Manufacturing, and Energy-intensive sectors like iron and steel, refining, chemicals, glass, paper and pulp, oil refining, ceramics, food and drink.

## SOCIO-ECONOMIC INFORMATION

- **Company Size:** 20+ employees.
- **Annual Revenue:** £800k+.
- **Business Type:** SME+ with a focus on innovation and/or R&D.

# Your Customers Profile

## PSYCHOGRAPHICS

- **Values:** Strong commitment to sustainability, innovation, and corporate responsibility.
- **Goals:** To enhance their company's green credentials, maximise efficiency, and leverage financial incentives for sustainable practices.
- **Attitudes:** Forward-thinking, open to adopting new technologies and practices for sustainability.
- **Interests:** Latest trends in sustainability, renewable energy, and technological advancements in their industry.



# Your Customers Profile

## Goals and Values

- **Environmental Responsibility:** A strong desire to reduce their carbon footprint and contribute positively to the environment.
- **Innovation and Growth:** Seeking to be at the forefront of their industry through innovation and sustainable practices.
- **Financial Prudence:** Looking to leverage financial incentives and grants to support their sustainability initiatives.

## Additional Considerations:

- **Networking Preference:** Likely to engage in industry-specific events and forums related to sustainability and innovation.
- **Decision-Making Process:** Involves multiple stakeholders, including C-level executives and specialised teams.

# Your Customers Profile

## **PAIN POINTS AND CHALLENGES**

- **Lack of Expertise:** Struggling to understand and navigate the complexities of R&D tax benefits and innovation grants.
- **Resource Constraints:** Limited time and personnel to dedicate to researching and implementing sustainable practices.
- **Financial Pressures:** Need to balance the costs of innovation with business sustainability.
- **Compliance and Regulatory Challenges:** Keeping up with changing regulations and ensuring compliance in their respective industries.

# Your Customers Profile - Transformation

## How does your customer feel before and after using your services?

### Before:

1. **Overwhelmed and Confused:** Prospects likely feel overwhelmed by the complexities and intricacies of sustainability practices and R&D tax benefits. They might be confused about where to start or how to effectively integrate these practices into their business.
2. **Sceptical and Cautious:** Given the financial and operational implications, prospects could be sceptical about the tangible benefits of adopting green practices or pursuing innovation grants. They might be cautious about investing time and resources without clear outcomes.
3. **Pressured and Anxious:** With increasing focus on sustainability, your prospects might feel pressured to keep up with industry standards and competitor actions. This pressure can lead to anxiety about falling behind or failing to meet stakeholder expectations.
4. **Curious but Uninformed:** There's likely a genuine interest in sustainability and innovation, but a lack of detailed knowledge or understanding. This gap can create a sense of being uninformed, which might hinder decision-making.

### After:

1. **Empowered and Informed:** After working with you, they would feel more empowered with the knowledge and strategies you provide. Understanding the benefits and processes of R&D tax benefits and grants for innovation will make them feel more confident in their decisions.
2. **Optimistic and Motivated:** Seeing a clear path towards integrating sustainable practices and benefiting from financial incentives, your clients are likely to feel optimistic about their company's future. This optimism translates into increased motivation towards their sustainability goals.
3. **Relieved and Supported:** Your expertise and guidance in navigating these complex areas will bring a sense of relief. Knowing they have expert support in content generation and strategy implementation eases their stress and workload.
4. **Proud and Responsible:** As they begin to implement sustainable practices and innovative solutions, there will be a growing sense of pride in contributing positively to environmental causes and leading their industry in responsible business practices.
5. **Strategically Positioned and Competitive:** Finally, your clients will feel well-positioned to compete in their market, leveraging their enhanced green credentials and innovative approaches to carve out a unique and competitive position in their industry.

# BONUS CONTENT 1

## SWOT ANALYSIS

# Your Business SWOT Analysis

## Strengths:

1. **Specialized Expertise:** Your focus on sustainability and R&D tax benefits in specific industries (like manufacturing and energy-intensive sectors) provides a strong niche expertise.
2. **High Demand for Green Credentials:** There's a growing emphasis on sustainability in business, making your services highly relevant and sought-after.
3. **Targeting a Lucrative Market:** By focusing on SMEs with significant revenue and staffing, you're targeting a market that has the resources to invest in sustainability and innovation.
4. **Diverse Client Base:** Your ability to work across various sectors and with different job roles (from CEOs to IT specialists) diversifies your client base and reduces dependency on a single industry or role.

## Weaknesses:

1. **Niche Market Limitations:** While a niche focus is a strength, it can also limit your potential client base, especially if the market faces downturns.
2. **Complexity of Services:** The complexity of R&D tax benefits and sustainability practices may make it challenging for clients to quickly understand and value your services.
3. **Reliance on Policy and Regulations:** Changes in government policies or tax benefits can directly impact your service relevance and client interest.
4. **High Customer Education Requirement:** Your services likely require a significant amount of client education, which can extend sales cycles.

## Opportunities:

1. **Growing Sustainability Trends:** The increasing focus on sustainability and green practices opens up more opportunities for your business.
2. **Partnerships and Collaborations:** Potential to form partnerships with related businesses, like environmental consultancies or green tech companies, to expand your service offerings.
3. **Expansion to Other Sectors:** Exploring additional sectors that are becoming more conscious of sustainability, such as tech or retail, could broaden your market.
4. **Digital Marketing and Online Presence:** Leveraging digital marketing to reach a wider audience, especially given the current global focus on environmental issues, can be a significant growth opportunity.

## Threats:

1. **Competitive Market:** The field of sustainability consulting is becoming increasingly competitive, with new entrants and established firms.
2. **Economic Downturns:** Economic downturns can lead companies to cut back on consultancy expenses, especially in areas perceived as non-essential.
3. **Technological Changes:** Rapid technological changes in sustainability and R&D can require constant upskilling to stay relevant.
4. **Regulatory Changes:** Dependence on government policies and tax benefits for R&D means that regulatory changes could pose a threat to the demand for your services.

# CUSTOMER PERSONA

**THANK YOU**

# NEXT STEPS..

**I hope that extra bonus I threw in there at the end for free is useful!**

Now that you have a detailed customer profile specific to your business, you have a much better understanding of who your target customer is.

The next step would be to ensure that your business is branded in a way that stands out to them.

**Ready to take the next step?**

The next stage of my Fiverr Gig focuses on Branding.

It includes: Brand Positioning, Brand Voice, Brand Personality, Brand Messaging and just like the gig above, they are all created specifically for your individual business. And of course I've got a bonus or two included on that gig too!

**Interested? Message me via my Fiverr Gig here <https://www.fiverr.com/s/jX0xXv>**