



Harriet the HubSpot Customer

Head of Marketing, VP Marketing, CMO, etc.

Harriet is In charge of website, ads & marketing.

Split F/M 30-45 \$75k-200k

"I need more results from our dated, ugly website."

"Can you help us redesign our website on HubSpot?"

PERSONA INSIGHTS

ACTION DRIVERS

GOALS

DECISION PROCESS

BARRIERS

EXTERNAL STRUGGLES

Stagnant Sales / Growth
Website NOT Performing Well
Has Marketing Tools, but still lacking marketing system.

INTERNAL STRUGGLES

Not sure how to improve.
Budget limits options.
Inadequate team to run a true marketing system & drive growth.

3 LinkedIn Profiles:

- 1) John @ _____ (education co)
- 2) David @ _____ (financial co)
- 3) Al @ _____ (Industrial co)
(removed actual customer info)

WATERING HOLES / OPENERS

HubSpot Blog, Marketo, Gary Vee,
Inbound Conference / MozCon.
Happy to discuss current goals.

PRIORITY INITIATIVES

- #1 - Improve Website Results
- #2 - Deliver Lead Pipeline to Sales
- #3 - Install a manageable marketing system

WHY MIGHT THIS BE FUNDED?

- Ready to invest in growth.
Normally driven by desire to improve #’s or increase sales staff.

TRIGGERS:

The sunk cost of HubSpot software motivates Harriet to stay on the platform (that she knows works), just needs to get her brand’s website & marketing in order.

1-THING BELIEF:

We need to reconsider our website as it does not deliver an engaging buyer journey. We need an agency partner with strategy, messaging, design & dev.

BUSINESS OUTCOMES:

Common to want to 2X their current revenue and want the website to contribute 50% of growth goal.

STEPS TO SUCCESS:

Need to find a smart partner.
Need to understand costs/timeline.
Need to buy into the process & deliverables.

INCREASE IN STATUS:

From Dated website to Bling website
Credited for delivering leads to sales
Seen as taking action and driving growth

DECREASE IN STATUS:

Presenting an insane budget would make me look bad.
Long timeframes or bad feedback from boss / team would be bad.

HOW I THINK THROUGH THIS:

How much will this cost?
When will it be done?
How do I know it will work?
What are the exact deliverables?
How do I run this after launch?

HAS TO HAPPEN BEFORE I BUY:

I have to be bought into HubSpot.
I have to have the right entry cost.
I have to believe it’s the right team.

MOTIVATION TO BUY NOW:

Need it yesterday.
Quarterly #’s falling short.

WHAT’S AT STAKE IF I DON’T?

More stagnant growth.
Loss of precious calendar time.
Having to start all over talking to new people.

WHY WOULD I NOT BUY?

More interested in “launch it and leave it” than continuous improvement.

Not interested in focus on content & buyer journey, drawn to aesthetics only.

PERCEPTION PROBLEMS:

Last website was very cheap or migrated for free. Feels pricey.

SALE STOPPING OBJECTIONS:

Don’t like timeframe.
Will it integrate with ____.

WHO ELSE IS INVOLVED?

CEO / owner normally needs to see a proposal to authorize funds.








Patti the Persona

Patti's likely job titles

Patti is in charge of ____.

 60% F  23-43  \$50-90k

"Quote About What I Want or Need to Accomplish."

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PERCEPTION PROBLEMS:

3 LinkedIn Profiles: 1 2 3

TRIGGERS:

INCREASE IN STATUS:

ANXIETIES OF NEW SOLUTION:

SALE STOPPING OBJECTIONS:

WATERING HOLES / OPENERS

1-THING BELIEF:

DECREASE IN STATUS:

ALLEGIANCE TO CURRENT HABITS:

WHO ELSE IS INVOLVED?