



MVP Marketing + Design

User Personas | February, 2016



Michelle, Marketing Manager

"I want to target the right audience to get to the most out of our marketing efforts."

Age	36
Location	Los Angeles, CA
Education	Bachelor's in Marketing
Occupation	Marketing Manager Holiday Home Goods Manufacturer (~350 employees)
Technological Competency	Medium-High

Description

In her role as Marketing Manager, Michelle is responsible for contributing to and executing the strategic planning and management of all marketing initiatives within Holiday Home Goods. Sourcing and maintaining relationships with third-party vendors, managing timelines, monitoring budgets, maintaining customer relations, and upholding brand standards are some of the essential tasks she employs on a daily basis. Her work is primarily measured by the number of leads generated, sales closed, and repeat customer transactions made. She reports directly to the Ron Holiday, the CEO of the company. Michelle leads a small team of in-house marketers, designers, and content creation specialists while working closely with the sales team and a few key stakeholders internally.

Key Characteristics

- Works with marketing and design agencies, print shops, photographers, etc. on a semi-regular basis

Brand/Product Relationship

Michelle has worked with various design and marketing agencies in the past with mixed results. She often finds herself juggling multiple vendors as a way to get quality work without breaking the bank. She can get frustrated with the time it takes to manage multiple suppliers and is unhappy with the lack of consistency in work.

Goals

- Find a reliable agency partner with strong e-comm and SEO experience who produces great work and measurable results at an affordable price point
- Increase Online sales by 10% annually
- Identify and target a few key customer segments that will get her the most impact from her efforts.
- Prioritize her marketing budget to get the most 'bang for her buck'

Challenges

- Saturated marketing; How do you stand out?
- Marketing/Advertising is constantly changing. Can be tiring to keep up
- Difficulty in finding a reliable partner that produces professional level creative and strategy without breaking the bank (she has to work within budgetary constraints after all)
- Various opinions about the direction of the company/marketing efforts between her, the CEO and other key stakeholders
- Staying organized while managing multiple marketing initiatives at the same time
- Juggling a multitude of 3rd party vendors. She would prefer to find a single company that can do anything she needs especially encompassing all the aspects of e-commerce

Frequently Used Tools

- Microsoft Office
- Email
- CRM Software
- Website CMS
- Various Analytics Tools



Pete, Private Equity Managing Director

"To help us stand out, I want to communicate the unique approach our firm uses to potential business partners."

Age	38
Location	Chicago, IL
Education	MBA or BA
Occupation	Managing Director & New Business Development The Stein Group (~35 employees)
Technological Competency	Medium

Description

In his role at The Stein Group, Pete is responsible for identifying, evaluating, and executing investment and acquisition opportunities with business owners of private and public middle market companies. He reports his findings and recommendations directly to the firm's Senior Management, which includes the company's founder and President as well as three Vice-Presidents. Pete regularly works with private equity sponsors, financial intermediaries, business analysts, executive assistants and business owners to identify these opportunities. The effectiveness of his job is measured by the success of his current investment portfolio as well as the number of successful new acquisitions he reels in. He keeps close tabs on the industry by regularly reading industry-related news in major publications such as the Wall Street Journal and the New York Times, as well as in industry publications such as Mergers & Acquisitions and Pitchbook. Pete places significant value on his network and regularly attends alumni association and industry related events in efforts to nurture and expand it.

Key Characteristics

- Actively involved in a local Private Equity association & his college alumni association

Brand/Product Relationship

Pete has never directly worked with a marketing/design agency. He knows his firm is desperately in need of a brand refresh and thinks he would be could be a great liaison for this firm.

Goals

- Build an impressive investment portfolio to help grow the company's reputation within the PE world
- Differentiate his firm from the competition by identifying what makes the company he works for unique
- Accurately articulate the brand value his firm brings to potential investment opportunities
- Increase the number of inbound leads for potential qualified investment opportunities

Challenges

- Qualifying leads
- Accurately identifying risk of investments
- Negative reputation of the private equity industry
- Saturated Market
- Outdated marketing materials including the firm's website and sales brochures make it hard to stand out

Frequently Used Tools

- Microsoft Office
- Email
- CRM Software



Caleb, Credit Union VP of Marketing

"I need to build awareness around the numerous products and services our Credit Union offers."

Age	43
Location	Saint Paul, MN
Education	BA in Marketing
Occupation	Vice-President of Marketing Grand Summit Credit Union (~170 employees, \$50MM in Assets)
Technological Competency	Medium-High

Description

Caleb's primary responsibility as Vice-President of Marketing is to lead and oversee the marketing efforts for his company's product and services to new and existing members. This involves participation in the inception and development of new services and products based on perceived member needs, recruitment and on-boarding of new members, development and execution of promotional campaigns for the company's wide-range goods and services, and the sourcing and management of various of 3rd-party vendors. Caleb relies on a small marketing team, the company's tellers, and third-party vendors to manage and execute his marketing initiatives. He reports directly the President of Grand Summit Credit Union who measures Caleb's performance by increases in new memberships and number of products per member.

Key Characteristics

- Prefers to be reached by email, phone, or face-to-face at conferences
- Generally to find suppliers through preferred vendor recommendations of member associations
- Association affiliations include: NCUA, MAC Network, Minnesota Credit Union Network, Credit Union National Association, Local Chamber of Commerce, BNI

Brand/Product Relationship

Caleb has worked with a few marketing and design agencies throughout his time as Vice-President of Marketing but most often utilizes a local firm who specializes in the banking industry as his go-to partner.

Goals

- Grow the average number of products per member by 25% annually
- Increase membership by 10% annually

Challenges

- Working within budgetary constraints
- Competing with big banks
- His credit union's slow adoption of the Internet and lack of Online presence compared to national banks
- Dealing with misconceptions and educating the public about what a credit union is

Frequently Used Tools

- Microsoft Office
- Email
- CRM Software
- Core Bank Provider System



Owen, Owner & CEO

"I want to find the right partner to help elevate my company's marketing so I can focus on what's important to me."

Age	53
Location	Chaska, MN
Education	BA in Electrical Engineering
Occupation	Owner & CEO Midwest Electrical Solutions (~150 employees)
Technological Competency	Medium

Description

Owen is the owner and CEO of Midwest Electrical Solutions (MES). To put it simply, Owen is a busy man who is in high demand. On a given day he can be found doing anything from organizing the company's next big marketing effort to reviewing financial forecasts for the next fiscal year. While he tries to stay focused on the big picture, he routinely finds himself being pulled into the details to ensure things are on-task and meeting his expectations. Establishing the future vision of the company, ensuring everything is operating smoothly (from a high-level), maintaining important customer relationships, and initiating marketing efforts to help grow his business are just some of his responsibilities. To assist him in these efforts Owen employs the help of a small senior management team that oversees the various facets of his business.

Key Characteristics

- Prefers to be reached by phone, SMS, email or face-to-face
- Frequently socializes with a small group of local like-minded entrepreneurs

Brand/Product Relationship

Owen has worked with a few marketing and design agencies during the life of this company. He's never placed much importance on establishing a long-term relationship with any of the firms as his primary goal of these relationship has been on function and price over quality. He finally feels comfortable seeking out a firm that can help him elevate his brand and even more importantly, help him generate an increasing number of leads.

Goals

- Increase brand awareness in the Twin Cities metro area (become a regional leader)
- Increase percent of new business by 5% annually through inbound marketing
- Find a trustworthy partner to delegate some of his many responsibilities to so he can stay focused on what he deems most important for the company

Challenges

- Local businesses offering similar services
- National Brands whose product offerings overlap with his
- Maintaining the quality in his company as it scales
- Balancing the various aspects of his business including sales, marketing, operations, and human resources to name a few

Frequently Used Tools

- Microsoft Office
- Email
- AutoCAD



Sarah, SOSD Communications Coordinator

“More than just doing production work, our agency partner should be results-driven and respectful of budget and deadlines.”

Age	46
Location	Maplewood, MN
Education	BA or BS
Occupation	Communications Coordinator 3M Stationery & Office Supplies Division
Technological Competency	Medium

Description

As a Communications Coordinator for 3M's Stationery and Office Supplies Division, Sarah's key responsibilities include the planning, coordination and fulfillment of marketing and strategic communication efforts for the division. These efforts primarily focus on B2B but transcend to B2C and specific vertical markets from time to time. In addition to her marketing responsibilities, Sarah is responsible for tracking and managing estimates/invoices/budgets, communicating brand and campaign updates to internal and external teams, maintaining brand integrity across multiple projects, writing creative briefs, and sourcing vendors. Sarah reports to an internal marketing team and works with 2-3 preferred vendors. The success of her job is measured by her productivity (number of projects completed), budget management, and revenue generated for the products she is supporting.

Key Characteristics

- Reads industry publications, company/brand newsletters, account sites (e.g. Staples or Office Depot), and various industry-related websites to keep tabs on the industry
- Involved in College Alumni and local Marketing Associations
- Sources vendors Online but always starts with a list of 3M approved vendors

Brand/Product Relationship

Sarah has worked with MVP on many projects throughout her time at 3M and has experienced mixed results. However, over the past year or so she has noticed a higher level of work coming from this vendor and has started utilizing them more often.

Goals

- Meet budget goals and timelines
- Grow business by increasing sales through effective communications marketing, etc.
- Accurately representing the company/brand image in accordance with established brand standards

- Efficiently target the correct audience
- Get the most traction out of marketing budget (which is often rather small and inconsistent)
- Keeping projects on track and on budget
- Support the overall marketing efforts of the brand/company
- Help her division to meet quarterly and annual revenue goals

Challenges

- Small marketing budgets that are inconsistent from quarter to quarter but has high expectations and tastes of corporate communication
- Short timelines (too much to do, too little time)
- Vague direction from superiors on marketing efforts
- Targeting the customers/buyers who are using competitor's solutions but are most likely to convert to a new brand
- Making products stand out in a saturated market
- Selling more products when the competition has lower priced offerings and is quicker to market

Frequently Used Tools

- CRM System
 - MS Office
 - Email
 - Website CMS
 - Online Analytics Tools
 - Celum
- Content delivery systems such as Zift



Carol, TSS Marketing Manager

“The ideal agency partner would be market-aware, budget conscious and solve my work challenges in a creative way without sacrificing quality.”

Age	34
Location	Maplewood, MN
Education	MBA
Occupation	Marketing Manager 3M Traffic Safety and Security Division
Technological Competency	Medium

Description

Carol works as the Marketing Coordinator for the Traffic Safety and Security Division of 3M. In her role, Carol is responsible for supporting the brand team and division through the management and execution of brand, marketing, and communication initiatives. She works with a team of talented communications professionals both internally and externally to carry out her responsibilities. The number of sales made, team productivity and ROI are some of the key metrics she is gauged on by the Brand and Division Managers, to whom she reports.

Key Characteristics

- Reads industry-related publications, brand-specific blogs, competitor websites, and distributor blogs (companies that sell 3M products) to keep up on the industry pulse
- Keeps a network of coworkers, 3M retirees, and college Alumni as potential resources to help her advance in her career
- Often relies on colleagues to recommend outside vendors

Brand/Product Relationship

Heard about MVP Marketing + Design from a peer in her division when discussing vendors that could help her with a particular project. She has heard the name before but is unfamiliar with MVP’s capabilities.

Goals

- Deliver projects to account or brand teams on time and budget
- Hit quarterly sales goals
- Maintain brand integrity including 3M and it’s various strategic brands

Challenges

- Balancing time/responsibility (too much to do, too little time)
- Too small budget or timeline to execute projects efficiently
- Brand or campaign details are not always delivered promptly
- Sales are slumping - how do you create more business in a saturated market
- Hitting established goals (budget, ROI, sales)
- Managing 3rd party vendors
- Asset Management

Frequently Used Tools

- CRM System
- Microsoft Office, with emphasis on PowerPoint
- Email
- Celum