



# BUYER PERSONA AND JOURNEYS PROPOSAL

July 7, 2023



## WHAT WE HEARD

- Monolith is at the cutting edge of the energy transition with technologies that can unlock the path to a decarbonized planet
- Clean Hydrogen, Carbon Black, and soon Green Ammonia offer environmentally sustainable resources for energy, manufacturing, agriculture, and beyond that replace traditional dirty sources and even eliminate greenhouse gasses
- Focus on the Carbon Black market prioritizes the need to fully understand these customers specifically and how they engage with Monolith

# GOALS

- Understand who your buyers are and how to prioritize them
- More meaningfully connect with your buyers
- Move from one-size-fits-all messaging to messages, content and touch points that create a more meaningful dialogue
- Support the customer experience



- Redefine understanding of current market
- Set up sales and marketing for success
- Deeper customer engagement
- Pipeline growth
- Increased market share



# OUR APPROACH AND MODEL

# WHY PERSONAS

- An essential reminder that this is about human persuasion (and all that implies)
- Memorable and usable
- Focus marketers on critical contrast points between buyers (irrelevant complexity fades away)
- Guide development of content and tools for addressing specific pain, perception and proof points
- Enable understanding of relation to other personas, such as how they "sell" to each other
- Personas are useful beyond marketing — sales training, product development, HR, etc.

# FIVE RINGS OF INSIGHT™

Buyer Persona  
INSTITUTE  
MARKETING PERSONIFIED



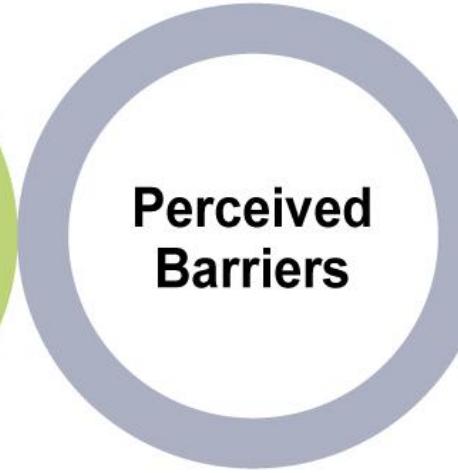
## Priority Initiatives

What causes certain buyers to invest in solutions like yours, and what is different about buyers who are satisfied with the status quo?



## Success Factors

What operational or personal results does your buyer persona expect to achieve by purchasing this solution?



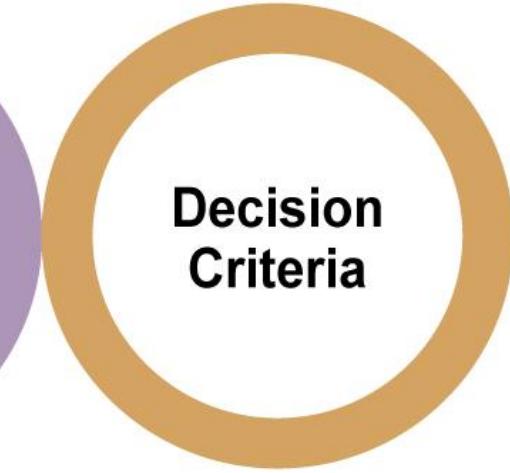
## Perceived Barriers

What concerns cause your buyer to believe that your solution or company is not their best option?



## The Buyer's Journey

This insight reveals details about the steps your buyer takes to evaluate their options and select one.



## Decision Criteria

Which aspects of the competing products, services, solutions or company does your buyer perceive as most critical, and what are their expectations for each?

*"The biggest mistake marketers make is to profile their buyers instead of their buyers' decisions. After all, buying is the behavior markets want to influence."*

-The Buyer Persona Institute

# OUR PROCESS

## ○ Reviewing Data

- Historical sales data and lost orders reports
- Existing sales materials and competitive messaging

## Stakeholder Collaboration

- Define persona hypothesis
- Understand what you already know and the insights needed
- Familiarize with the sales process

## Listening

- Phone calls with recent buyers—both wins & losses
- Online quantitative surveys (optional)

## Distillation of Insights

Defined Buyer Personas

# Core Persona Information



## PERSONA NAME

### INDUSTRY:

Fusce Ullamcorper

### REGION:

Fusce Ullamcorper

### ORGANIZATION TYPE/PROFILE:

Fusce Ullamcorper, Dapibus Venenatis

### BUYING CENTER:

Fusce Ullamcorper

### ROLE IN DECISION-MAKING PROCESS:



*Maecenas sed diam eget risus varius blandit sit amet non magna. Donec ullamcorper nulla non metus auctor fringilla. Nulla vitae elit libero, a pharetra augue. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla vitae elit libero, a pharetra augue.*

INITIATOR	SPONSOR	END-USER	INFLUENCER	BLOCKER	DECISION MAKER	BUDGET HOLDER

### KEY TAKEAWAYS:

- Nullam id dolor id nibh ultricies vehicula quis risus eget urna mollis ornare vel eu.
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- Lorem ipsum dolor sit amet, consectetur adipiscing. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem.
- Vestibulum id ligula porta felis euismod semper. Maecenas faucibus mollis interdum.

## CORE PERSONA INFORMATION

### POSSIBLE TITLES:

- Condimentum Sem
- Adipiscing Inceptos / Lorem Consectetur
- Pellentesque Etiam / Pharetra Magna Sem
- Amet Magna Ridiculus / Vehicula Amet Venenatis

### PERSONAL STATS:

- Age: 35-55
- Degree: B.S. (Electrical Engineering)
- Experience: 10+ Years

### ROLES & RESPONSIBILITIES:

- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.
- Maecenas sed diam eget risus varius blandit sit amet non magna.
- Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Vestibulum id ligula porta felis euismod semper.
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### KEY INITIATIVES:

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- Cras mattis consectetur purus sit amet fermentum.

### KEY CHALLENGES:

- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.
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- Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.
- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.

### MEDIA HABITS:

- Preferred Source of Info: Maecenas sed diam eget risus varius blandit sit amet non magna
- Key Publications: Maecenas faucibus mollis interdum. Donec ullamcorper nulla non metus auctor fringilla.
- Social Media: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vitae elit libero, a pharetra augue.
- Web Habits: Sed posuere consectetur est at lobortis. Nullam id dolor id nibh ultricies vehicula ut id elit.
- Email: Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec ullamcorper nulla non metus auctor fringilla.

### SOURCES OF INFLUENCE:

- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.
- Maecenas sed diam eget risus varius blandit sit amet non magna.

### PREFERRED COMMUNICATION TYPES:

- Fusce dapibus tellus ac cursus commodo tortor mauris condimentum nibh ut fermentum.
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### PREFERRED COMMUNICATION TACTICS:

- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.
- Maecenas sed diam eget risus varius blandit sit amet non magna.

### HOW TO EARN A SALES VISIT?:

- Vestibulum id ligula porta felis euismod semper.
- Cras mattis consectetur purus sit amet fermentum.
- Maecenas sed diam eget risus varius blandit sit amet non magna.

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- Vestibulum id ligula porta felis euismod semper.
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- Maecenas sed diam eget risus varius blandit sit amet non magna.

# 5 Rings of Insight

## PERSONA–PRODUCT CONNECTION

Product/Solution: Lorem Malesuada Etiam

## OOOOO FIVE RINGS OF INSIGHT™

Market Maturity:  New Concept  New Paradigm  Established Market

**Buyer Persona**  
INSTITUTE  
MARKETING PERSONIFIED

1. PRIORITY INITIATIVES	2. SUCCESS FACTORS	3. PERCEIVED BARRIERS	4. BUYING PROCESS	5. DECISION CRITERIA
<ul style="list-style-type: none"> <li>Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit.</li> <li>Maecenas faucibus mollis interdum. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.</li> <li>Etiam porta sem malesuada magna mollis euismod. Vestibulum id ligula porta felis euismod semper. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.</li> <li>Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.</li> <li>Etiam porta sem malesuada magna mollis euismod. Aenean lacinia bibendum nulla sed consectetur. Curabitur blandit tempus porttitor. Nullam quis risus eget urna mollis ornare vel eu leo. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.</li> <li>Donec sed odio dui. Nullam quis risus eget urna mollis ornare vel eu leo. 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# Buyer Journey Map

## BUYER JOURNEY MAP

Product/Solution: Lorem Malesuada Etiam

	EDUCATION Loosening of the Status Quo   Committing to Change	SOLUTION Exploring Possible Solutions   Committing to a Solution	VENDOR SELECTION Justifying the Decision   Making the Selection
<b>Goal</b>	Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec.	Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec.	Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec.
<b>Involvement</b>	<div style="background-color: #5577AA; width: 100px; height: 10px;"></div>	<div style="background-color: #5577AA; width: 100px; height: 10px;"></div>	<div style="background-color: #5577AA; width: 100px; height: 10px;"></div>
<b>Asking</b>	<p>"Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum."</p> <p>"Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus."</p> <p>"Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec."</p>	<p>"Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum."</p> <p>"Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus."</p> <p>"Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec."</p>	<p>"Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum."</p> <p>"Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus."</p> <p>"Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum."</p> <p>"Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec."</p>
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>• Donec id elit non mi porta gravida at eget metus.</li> <li>• Aenean eu leo quam.</li> <li>• Nullam id dolor id nibh ultricies vehicula ut id elit.</li> <li>• Sed posuere consectetur est at lobortis.</li> </ul>	<ul style="list-style-type: none"> <li>• Donec id elit non mi porta gravida at eget metus.</li> <li>• Aenean eu leo quam.</li> <li>• Nullam id dolor id nibh ultricies vehicula ut id elit.</li> <li>• Sed posuere consectetur est at lobortis.</li> </ul>	<ul style="list-style-type: none"> <li>• Donec id elit non mi porta gravida at eget metus.</li> <li>• Aenean eu leo quam.</li> <li>• Nullam id dolor id nibh ultricies vehicula ut id elit.</li> <li>• Sed posuere consectetur est at lobortis.</li> </ul>
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum.</li> <li>• Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.</li> <li>• Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.</li> </ul>	<ul style="list-style-type: none"> <li>• Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum.</li> <li>• Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.</li> <li>• Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.</li> </ul>	<ul style="list-style-type: none"> <li>• Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Maecenas faucibus mollis interdum.</li> <li>• Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.</li> <li>• Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.</li> </ul>
<b>Barriers</b>	<ul style="list-style-type: none"> <li>• Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Maecenas faucibus mollis interdum. Nullam id dolor id nibh ultricies vehicula ut id elit.</li> <li>• Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus.</li> </ul>	<ul style="list-style-type: none"> <li>• Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Maecenas faucibus mollis interdum. Nullam id dolor id nibh ultricies vehicula ut id elit.</li> <li>• Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus.</li> </ul>	<ul style="list-style-type: none"> <li>• Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Maecenas faucibus mollis interdum. Nullam id dolor id nibh ultricies vehicula ut id elit.</li> <li>• Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus.</li> </ul>

# Buyer Content Needs

## BUYER CONTENT & MESSAGES

Product/Solution: Lorem Malesuada Etiam

Content Needs	EDUCATION			SOLUTION			VENDOR SELECTION		
	Type	Format	Purpose	Type	Format	Purpose	Type	Format	Purpose
	1			1			1		
	2			2			2		
	3			3			3		
	4			4			4		
	5			5			5		
	6			6			6		
	7			7			7		
	8			8			8		
	9			9			9		
	10			10			10		



A photograph showing two people's hands working on financial documents at a desk. One person is holding a pen over a ledger page, while the other is pointing at a document. The scene is lit from above, creating strong shadows and highlights on the hands and papers.

# BUDGET & TIMING

# PERSONAS & VERTICALS PRIORITIZATION

- We will develop five personas, one each for the following roles:
  - Sustainability
  - R&D/Materials Science
  - Product Dev/Business Dev
  - C-Suite/Brand Owners
  - Manufacturing Engineers
- Across all roles, the primary focus will be on carbon black customers, with the greatest focus placed on tire manufactures followed by specialty manufactures.
- We will look for a blend of interviewees from tire, plastic and mechanical with an emphasis on tire.

# INTERVIEW RECRUITMENT PROCESS

- Our process for recruiting and scheduling interview subjects is a collaborative effort.
  - Monolith will provide a list of current and former customers and recent sales prospects to The Mx Group, with company, title and role information.
  - The Mx Group will identify and prioritize individuals for each persona (sorting by criteria such as company, role alignment, seniority, etc.).
  - Monolith will lead the outreach to recruit the interview subjects.
  - The Mx Group will support scheduling efforts to create a seamless experience (through use of Calendly or other tools as appropriate).
- Recommended incentives for research subjects
  - Based on our experience, we recommend offering interview subjects a financial incentive or charitable donation to expedite the recruiting process. Costs and delivery of these incentives will be handled by Monolith.

# PRICING & TIMING

PROJECT	SCOPE	PRICE	EXPENSES
PERSONAS & BUYER JOURNEY MAPS x 5  • Sustainability • R&D/Materials Science • Product Dev/Business Dev • C-Suite/Brand Owners • Manufacturing Engineers	<ul style="list-style-type: none"><li>Project kick-off &amp; persona hypothesis definition</li><li>Reviewing data<ul style="list-style-type: none"><li>Review existing marketing &amp; sales materials</li><li>Competitive website messaging review</li><li>Existing win/lost reporting and analysis</li></ul></li><li>Up to 5 stakeholder interviews to collect existing insights, 45 minutes each</li><li>Interview script development</li><li>40-50 interviews total (7-10 per persona), each 45-60 minutes in length</li><li>Monolith will source interview subjects (recent buyers, wins &amp; losses) and will warm and schedule them. Mx will support to make scheduling seamless. Expenses for interview subject incentives are not included.</li><li>Final deliverables include:<ul style="list-style-type: none"><li>5 core personas and buyer journey maps developed and delivered as PDF documents as shown in this proposal.</li><li>Up to 2 presentations to Monolith marketing team and stakeholders to detail findings and insights.</li><li>Weekly reporting through the process.</li></ul></li></ul>	\$86,625	<i>Varies, recommended incentive of \$200/interview subject</i>
TIMING	Persona development takes approximately 8-12 weeks from kickoff to delivery Detailed timelines will be developed and provided upon approval of the proposal		

# PRICING & TIMING (OPTIONAL)

PROJECT	SCOPE	PRICE	EXPENSES
3 <sup>rd</sup> Party Recruitment	<ul style="list-style-type: none"><li>• If necessary, additional costs may be explored for a 3<sup>rd</sup> party service to assist in recruiting interview subjects. The exact number and costs can be defined based on shortfalls in direct recruitment during initial stages.</li><li>• This service is excellent for quickly sourcing senior level and very specific experts.</li><li>• 6 interviews provided as a reference based on vendor pricing packages.</li><li>• Vendor pricing is budgetary and a la carte.</li></ul>	\$10,000	

# **THANK YOU**