Customer Discovery Interview: Greg Lowe (Instagram: @lowe_tech_talk)

1. Daily Routine

- My day starts with scanning tech news and updates, which I share with my followers. I spend time testing gadgets, recording reviews, and preparing content for upcoming posts. I also hold live Q&A sessions to engage with my audience on recent tech developments.

2. Tool Utilization

- I frequently use Adobe Premiere for video editing, Hootsuite for managing and scheduling social media posts, and Google Analytics to track the performance of my content. Premiere is indispensable for high-quality video production, Hootsuite helps me coordinate posts across platforms, and Google Analytics provides insights into viewer interactions.

3. Tool Costs

- I personally invest in these tools because they are crucial for my content quality and scheduling. They are all paid subscriptions.

4. Tool Effectiveness

- These tools serve me well, though there are occasional glitches with Hootsuite's scheduling which can be frustrating. I am always on the lookout for software updates or better alternatives.

5. Role of Content Creation and Distribution

- Content creation and distribution are absolutely vital, consuming the majority of my time. My influence is directly tied to the quality and reach of my content.

6. Client and Brand Collaborations

- I work with various tech brands, from startups launching innovative products to established companies like Samsung and Google.

7. Industry Insight

- Tech is highly active on social media, but I believe the educational tech sector could greatly benefit from more robust social media strategies. Traditional industries like manufacturing are also starting to see the value in a stronger social media presence.

8. Challenges and Annoyances

- The rapid pace of tech advancements sometimes makes it hard to keep up with the latest developments. Just last week, I had to redo a video review because a product received a significant update right before publishing.

9. Deadline Management

- I frequently work under tight deadlines, especially when coordinating with product launches or tech events. Effective time management and pre-planning are key.

10. Managerial Expectations

- My audience expects cutting-edge news and unbiased reviews. Personally, I strive to maintain integrity and thoroughness in all my content.

11. Content Creation Methods

- I use a mix of direct-to-camera discussions, product unboxings, and detailed review videos. I try to incorporate viewer feedback into my content creation process to keep it dynamic and interactive.

12. Campaign Management Across Platforms

- I synchronize my campaigns across Instagram, YouTube, and Twitter to maximize reach. Each platform targets slightly different aspects of my content to cater to specific audience preferences.

13. Budget and Outsourcing

- I allocate budgets for new tech acquisitions and occasionally hire videographers for complex shoots. Most graphic design work is outsourced to maintain a professional look.

14. Meeting Deadlines

- I break down tasks into daily goals, use a rigorous scheduling system, and keep buffer days for unexpected delays to ensure I meet all deadlines.

15. Social Media Campaign Management Issues

- The main issue is maintaining relevance in a fast-evolving field and deciding which trends or products to focus on.

16. Feedback and Resolution

- There was an instance where a tech brand felt my review was too critical. We discussed their concerns and I offered to include a follow-up post addressing their recent improvements to the product.

17. Finding Brand Partnerships

- Brands usually approach me through LinkedIn or directly on Instagram. I look for innovation, ethical business practices, and products that genuinely excite me.