

Business Requirements Document: Earth Campaign

1. Project Overview

1.1. Introduction

The Earth Campaign is a new product aimed at helping B2B businesses refine their ICP and buyer personas, nurture qualified leads, and elevate their brand awareness. This product will provide targeted marketing strategies, valuable content, and social media solutions to address customer pain points.

1.2. Business Objectives

1. **Improve Customer Engagement:** Increase brand awareness and customer engagement through targeted marketing strategies and valuable content.
2. **Enhance Lead Nurturing:** Refine ICP and buyer personas to nurture qualified leads and improve conversion rates.
3. **Increase Revenue:** Elevate brand awareness and customer engagement to drive revenue growth.
4. **Reduce Customer Support:** Address customer pain points through targeted marketing strategies and valuable content to reduce customer support queries.
5. **Improve Productivity:** Provide valuable content and social media solutions to improve productivity and efficiency for B2B businesses.

2. Target Audience

2.1. Primary Persona

Our primary persona is a B2B business owner or marketing manager who is responsible for identifying and addressing customer pain points. They are motivated to refine their ICP and buyer personas, nurture qualified leads, and elevate their brand awareness.

2.2. Key Problems (Pain Points)

- * Inconsistent product availability
- * Financial pain points
- * Productivity pain points
- * Process pain points
- * Support pain points

3. Proposed Solution

3.1. Solution Overview

The Earth Campaign product will provide a comprehensive solution to address customer pain points through targeted marketing strategies, valuable content, and social media solutions. Our value proposition is to help B2B businesses identify and address customer pain points, refine their ICP and buyer personas, nurture qualified leads, and elevate their brand awareness.

3.2. Key Features (Functional Requirements)

1. **Targeted Marketing Strategies:** Provide personalized marketing strategies based on customer pain points and ICP.
2. **Valuable Content:** Offer high-quality, relevant, and engaging content to address customer pain points and improve productivity.
3. **Social Media Solutions:** Develop social media campaigns to elevate brand awareness and customer engagement.
4. **ICP and Buyer Persona Refining:** Provide tools and resources to refine ICP and buyer personas.

5. **Lead Nurturing:** Develop lead nurturing strategies to improve conversion rates.
6. **Customer Support:** Offer customer support to address customer pain points and improve customer satisfaction.
7. **Analytics and Reporting:** Provide analytics and reporting tools to measure campaign success and customer engagement.

4. User Stories

1. **As a B2B business owner, I want to refine my ICP and buyer personas so that I can better understand my customers and improve conversion rates.**
2. **As a marketing manager, I want to develop targeted marketing strategies based on customer pain points so that I can improve customer engagement and conversion rates.**
3. **As a customer support manager, I want to address customer pain points through targeted marketing strategies and valuable content so that I can reduce customer support queries and improve customer satisfaction.**
4. **As a B2B business owner, I want to elevate my brand awareness and customer engagement through social media solutions so that I can improve revenue growth and customer loyalty.**
5. **As a marketing manager, I want to measure campaign success and customer engagement through analytics and reporting tools so that I can optimize my marketing strategies and improve ROI.**

5. Success Metrics

1. **Increase in Brand Awareness:** Measure the increase in brand awareness through social media metrics (e.g., followers, engagement rate).
2. **Improvement in Conversion Rates:** Measure the improvement in conversion rates through lead nurturing and targeted marketing strategies.
3. **Reduction in Customer Support Queries:** Measure the reduction in customer support queries through targeted marketing strategies and valuable content.
4. **Increase in Revenue:** Measure the increase in revenue through elevated brand awareness and customer engagement.
5. **Improvement in Customer Satisfaction:** Measure the improvement in customer satisfaction through customer support and targeted marketing strategies.