

Need or Pain Point

What are the needs your target customer is looking to solve or satisfy?

Questions and Conversations

What are the different ways your target customer might articulate their need? What would they ask? What are the conversations they would have with colleagues? What questions would they type into Google? What questions do existing customers ask your customer services team and their account managers?

Keywords

What words would your target customer use to describe their need AND your solution?

Free Assets

What tips and information are you happy to give away in your marketing materials, without even asking for their contact details?

Sign-up Assets

What tips and information are you happy to give away in your marketing materials, as long as they give you their contact details?



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