

Blueprint Discovery Process

The blueprint process is composed of a series of discovery calls and a final Blueprint presentation and discussion. Below are general questions our strategy team will ask during the discovery call process to better get to know your business, your ideal customers and your goals.

INITIAL DISCOVERY

Business Background, Goals, Buyer Personas & Ideal Customer Profile (ICP)

During the first discovery call, we will cover an overview of the business, current and past marketing initiatives, background and learn more about who your primary buyers and ideal customers are. Areas we'll cover:

BUSINESS BACKGROUND

Is your business and product/service established or is it something new to your company and/or the marketplace?

What specific goals (revenue, sales or marketing) are you trying to achieve?

What have been successful marketing initiatives? Unsuccessful?



What current metrics do you observe to dictate success?

How does your company compare to current competitors? Please provide a list of direct competitors.

IDEAL CUSTOMER PROFILE

An ideal customer profile is a hypothetical description of the companies who are an ideal fit for your given product or service. This includes firmographic information such as company size, revenue, industry, geography and other information related to the company itself.

BACKGROUND INFORMATION

What industry(ies) does your company consider to be the best ICPs?

What revenue, size, or other specific information about these companies help your company qualify leads for new business?

BUYER PERSONA

Buyer personas are a vital component of any successful inbound marketing campaign, particularly for the sales and marketing departments. This questionnaire allows clients to capture descriptive information about their buyers, providing marketing and sales the tools they need to specifically tailor their efforts. Unlike the ideal customer profile (ICP), the buyer persona targets the individual buyer and his /her buyer behavior.

BACKGROUND/JOB DETAILS



What is their job role/title?

How is their job/role measured?

What is the size of their company/organization (revenue, employees)?

What is a typical day?

What knowledge, skills and tools do they use?

PERFORMANCE METRICS

What does it mean to be successful in their role?



What are their biggest challenges/pain points?

How do they learn about new information for their job?

How do they prefer to interact with vendors? (email, phone, in person)

PURCHASING BEHAVIORS

What are their most common reasons for selecting your product or service?

What are their most common objections to your products or service?

BUYER'S JOURNEY & INDUSTRY ANALYSIS

The Buyer's Journey, Current Market Analysis, Internal Sales/Nurture Process



During this call, the goal is to understand the entire buying process and buyer's journey. From research to consideration, what do prospective buyers look for and what is the experience they get from your company along the way. Areas we'll cover the buyer's journey as well as your current standing and opportunities in the market.

BUYER'S JOURNEY

What's your initial lead qualification system?

What's the first initial interaction with a lead and how do you manage leads internally?

What's the internal process for handling a lead from beginning to end? Example: demo request → demo setup → proposal, etc.

What are the usual hesitations or setbacks during the buying process? Common things include price, solution features, experience, etc. And how do you address them along the way?

How do you manage all incoming leads and their buying stage internally?

INDUSTRY ANALYSIS

Based on the competition provided and information gathered on your target product or services, we will provide an overview of where we stand in the market in terms of traffic, visibility and authority.



In your opinion, who is your strongest competitor and why?

Where does your company compare to existing competitors? Are you the most experienced? Most expensive? The fastest? What makes your business unique in comparison?

GOAL SETTING & CAMPAIGN ALIGNMENT

SMART Goal Setting & Campaign Opportunities

During this process, we'll create strategic SMART goals based on desired results and available metrics and data. We'll also discuss major areas and opportunities required to achieve the desired results.

How many leads do you currently generate? (monthly basis)

What's the main source of those leads? (trade shows, outbound calling, inbound, ads, etc.)



What's the quality of those leads?

Do you know your current cost to generate a lead?

What's your average closing ratio on qualified leads?