
EvolveBPM

Decoding the Sales Ecosystem



Evolve
BPM

BUSINESS PERSONA / MARKETING MANAGER



**JOHN
JOHNSON**

Marketing
Manager

TITLE

Marketing Manager

DECISION-MAKER

No

INDUSTRY

Software and Technology

AGE

30

SALARY

\$75000/Year

EDUCATION

B.S. in Marketing

GOALS

Deliver qualified leads to sales to grow user base and achieve revenue goals

CHALLENGES

Need to improve conversion rates on website with more relevant content

HOW WE HELP

Connect John with tech savvy tech writers through ClearVoice

MESSAGING STRATEGY

Focus on how to increase engagement for John by providing subject matter experts to write B2B Content



DEMOGRAPHIC INFORMATION

- Age 46
- \$103,000 annual salary
- BSN from US Davis
- MHA from Walden University (online degree)
- Married, two kids
- Worked in a large hospital system in CA after nursing school

HER VALUES & GOALS

- Son is a junior in high school and her daughter will be a freshman next year; family prioritizing their finances to pay for college
- Prides herself on staying on top of emails and being responsive to all levels of her organization and team
- Strong advocate for work-life balance in the office but often works several hours in the evening except for Friday and Saturday
- Attends church regularly Encourages her staff to grow professionally

HER MOST COMMON OBJECTIONS TO IHI'S PRODUCTS OR SERVICES

- Needs cost cutting guidance; doesn't know if Bedside to Blance Sheet is for her
- Wants more content on culture change that could enhance process improvements

HER EXPERIENCE SHE WANTS WHEN SEEKING OUT IHI PRODUCTS AND SERVICES

- Wants to be able to read comments and feedback on the IHI programs in the way that she reads Yelp reviews of restaurants
- Would like to conduct a "chat" when she is deciding whether or not to sign up for a program
- Wants to be recognized as a "fan" of IHI even if her attendance level is not what we consider high. She was an enthusiastic OS participant when she got her MHA in 2009

- Needs more material on how to get senior leadership behind her efforts; mobility in the ICU was treated as an experiment in the eyes of the VP of Patient Care, not a way forward

THE PROBLEMS SHE HAS THAT IHI SOLVES

- "I need to balance cost cutting with maintaining quality and it's very complex"
- "Getting adoption of best practices is slow and not uniform"
- "I would love to be seen as more of a "go-to" leader within the larger organisation"

THEIR ROLE AND LEVEL SENIORITY IN DETAIL

- Reports to VP of Patient Care Services
- Administrative responsibilities for a 32 bed ICU unit, 35 bed CVICU unit, and 4 cardiac inpatient units
- Has budgeting power for 300 FTE staff ICU

- RNs only get \$500 a year in pro. development funds for non-degree programs; puts IHI content out of reach for her staff

ONE DAY IN THE LIFE:

- Attends lots of face-to-face meetings
- Conducts office hours in ICU to give nurses and physicians time with her during the week
- Handles a significant amount of paperwork related to regulation and compliance
- Has to be "on call" for scheduling and staffing issues at any hour of the day

HER MAIN SOURCES and WATERING HOLES:

- SCCM eNewsletter
- ICU Director Magazine
- Office hours in departments
- Hospital cafeteria
- After work socialization with department staff on a monthly basis
- Informal chats with former colleagues in CA hospital system
- IHI Quality Innovators LinkedIn group. Hasn't posted yet; looks through ICU-relevant posts
- Member of AACN



BUSINESS PERSONA / MARKETING MANAGER



KYLE FISHER

Potential Drake Motors Small SUV Buyer



I want a vehicle with outstanding fuel economy, smart features and enough space for me and my family.

BACKGROUND

- 42-year-old caucasian male
- Father of two
- Plays drop in hockey 3 mornings a week
- Uses vehicle daily for commuting, picking up kids from sports, weekend coaching and vacations
- Drives long distances and puts 20,000 miles on vehicle every year

ATTRIBUTES

- Upper Middle Class
- Smartphone and laptop user
- Influenced by online reviews, heavy user of print
- iPod and Smartphone user
- Spends time reading in social media researching, but less time contributing

PERSONAL PROFILE

Kyle is a 42-year-old and owner of a late model Ford Escape

He's an active father of two, still plays team sports and is always connected to friends and family through the internet and his mobile phone.

Kyle is looking for a vehicle that offers outstanding fuel economy since he commutes approximately 90 miles round trip each day

He's also considering the Ford Escape Hybrid, Toyota Highlander, the Honda CR-V and the Ford Flex

He uses a variety of review and third party print research sites in addition to dealer catalogs

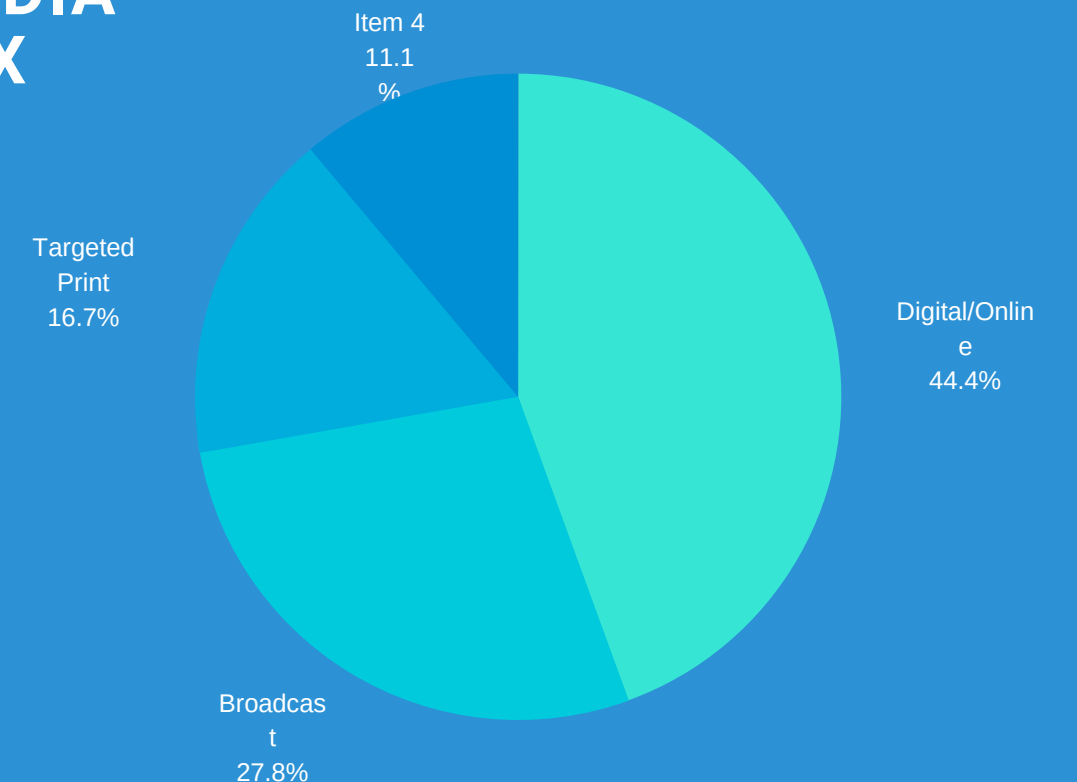
KYLE'S PRODUCT CONTENT NEEDS

- Information supporting fuel economy
- Photos and video that highlight vehicle's technology and styling features
- Guidance, education and reassurance that the brand can be trusted
- Competitive comparisons to his current vehicle
- Ability to gather and share information easily

FROM EXISTING ASSETS

- Running Footage
- Still Photography
- Build Your Own Material
- Catalog Images
- Long-form Video
- "Other" Images

MEDIA MIX





Technical Decision Maker: The Transformational Leader

JOB FOCUS

- Identifying most promising technology
- Getting company-wide buy-in for new software initiatives
- Finding ways to make measurable impact

KEYWORDS USED TO SEARCH FOR INFORMATION

- Enterprise software ROI.
- Strategic software investments.
- Breaking down departmental silos.
- Increasing enterprise-wide productivity

FEARS

- Making bad purchase decision, tarnishing reputation

PET PEEVES

- Self-serving vendors who don't do their homework to understand his focus; vendors who disappear after implementation

VALUES

- **Leadership:** Ability to see and convey the big picture
- **Knowledge and expertise:** Broad IT knowledge but not interested in technical details
- **Innovation:** Follows latest trends: seeks proof of how others have applied new technologies
- **Expectations:** High expectations IT team and vendors/solutions to make Strat roadmap a reality

INFORMATION SOURCES

- Peers; online search; Gartner, Forrester; Gartner CIO Leadership Forum; CIO Magazine; Fast Company

CONTENT PREFERENCES

- In-depth white papers, podcasts

INTERNAL INFLUENCES

- Board of Directors, CEO, CFO

MOTIVATORS

- Bonus structure, ego, industry recognition

INFORMATION SOURCES

- Peers; online search; Gartner, Forrester; Gartner CIO Leadership Forum; CIO Magazine; Fast Company

- CIO
- Technical decision maker
- Develops IT strategy and roadmap
- Leads technology team that evaluates technology options

KEY ATTRIBUTES

- 40-55 years Old; Masters in Science, Executive MBA; at least 15 years experience in enterprise leadership roles

ATTITUDE

- Leader, business savvy, frugal, skeptical of vendor claims

REPUTATION

- Visionary, decisive, well regarded within industry, egotistical

THANK YOU!

LOCATIONS

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