



This is Nick

Personal profile

25-55 (40 – 55)

Teen children or older

Likes holidays and family time

Busy in the week with work and family/sports at the weekend

Sociable

Good work/life balance

He is healthy, strong, trendy, loyal, respected, determined, occasionally stubborn, willing, leader, in control and trustworthy

Business/work

He owns an established b2b business with up to 10 employees

Key decision maker

Based in Bucks

He was in corporate then went self employed

What they want from their Marketing agency/consultancy

Raise profile

To understand them and tailor make solutions

Make the relationship and service easy for them to use/follow

To bring him results

Make the process of marketing manageable and bring in some structure and control

Measure and follow up

Be in regular communication

Bring ideas and a fresh perspective

Give clarity and give them light at the end of the tunnel

Enable them, the business and the marketing

Give them the gift of time, reassurance and confidence

Skills, income and money

Nick is skilled with people, skilled in what he does, good at communicating, enthusiastic, prompt and driven. Organised in general and sensible with money.

Makes business decisions based on impulse sometimes but also sleeps on things.

Not scared of money