

Market Awareness/Sophistication Mission for Starter Client

“Valet Company”

1. Valet Market is Level 3, Solution Aware.
2. I will provide the copy necessary to persuade the reader to pick the product and take them to level 4.
3. The market sophistication is at stage 5.
4. Because the valet market is already heavily focused on experience, I will focus more on an identity play to provide a connection between the reader and the company that will persuade them to choose our product.