

# MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

## Generally, What Kind Of People Are We Targeting?

- Men or Women? - 60% men and 40%
- Approximate Age range? - mid 20s to mid 50s professionals, small - medium business owners, creatives, or independent contractors.
- Occupation? - Businesses owners
  - Small to Medium Enterprises (Local retail chains, health and wellness brands, boutique firms (e.g., marketing agencies, law firms, tech startups), event venues, and real estate businesses.) -Budgets
  - Corporate Marketing Teams (Larger corporations or regional brands with dedicated marketing departments.)
- Income level? - 200k - 1mil+
- Geographic location? - Bulgaria (Sofia, Plovdiv, Varna, etc major cities because the chance of them having high paying customers is higher )

## Painful Current State

- What are they afraid of? -
  - Last-Minute Cancellations
  - Unreliable and Shady Communication
  - Questionable Business Practices
  - Quality Issues and Missed Deliverables
  - Refund and Legal Problems
  - " they were a no show."
  - "videographer arrived late on site"
  - "When I received the footage, there was issues with the quality and the audio. I asked for a refund several times, and each time was met with opposition each time. "
  - "the worst experience I've ever had. Poor customer service. No accountability (and very slow to respond to emails"

- What are their top daily frustrations?
  - Not having new customers
  - Not having any engagement on social media
  - Wondering why their marketing isn't working
  - Finding a way to improve their marketing
  -
- What are they angry about? Who are they angry at?
  - Previous video production companies or freelancers who delivered subpar work, causing the business owner to feel like they wasted their investment.
  - "I'm having to constantly call them over this ordeal, because their communication sucks. "
  - "I could take better videos with my cellphone."
  - "There was no direction given by videographer like move closer together, smile everyone, can we move that item out of the frame. "
  - " the photographers left TWO HOURS EARLY. We lost so much footage of a day that we will never get back. They won't even provide any explanation, and I've asked multiple times."
  - " I HAD TO ASK SO MANY TIMES FOR THEM TO EDIT PICTURES. They only sent back edited pictures from one photographer and not the other."
  - "My business partner gave them a one star review and now they won't pay us until we take our review down. That's extortion - Illegal."
  - "I am in shock that a business would treat their customers in such a disgraceful way. I am in the customer service industry myself and I would NEVER treat a paying customer the way that they have treated her."
- What are they embarrassed about?
  - They are embarrassed about their lack of knowledge
  - They aren't on the same level as the competition and have a feeling they aren't on the same level
- How does dealing with their problems make them feel about themselves? -
  - It makes them feel weak and powerless,
  - They feel discouraged because everything they have tried so far has failed
- What do other people in their world think about them as a result of these problems? -
  - Their customers think that they aren't on par with the competition
  - That they are incapable of doing the work they promise to get done.

- That they are incapable of adapting to the new trends and ways of marketing.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
  - “Man, my business isn’t getting any new clients, nor attention, im so lost i really don't know how to proceed.”
  - “I’ve tried everything to help my business's marketing, but nothing seems to work, i feel powerless at this point.”
  - “I'm trying my best to promote my business, but i don’t have the knowledge necessarily to do what’s best.”
- What is keeping them from solving their problems now?
  - Their lack of knowledge, skills and not understanding the importance of using video ads.
  - They are skeptical of the results because in the past nothing has worked
  - The cost, because they aren't sure if the high cost is worth the investment.

## Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
  - highly professional, efficient and reliable
  - a seamless, easy process.
  - Company isn’t too pushy.
  - attention to detail, creativity, and ability to meet deadlines.
  - extremely dedicated to their clients
  - kind, understanding and sympathetic to our situation.
- Who do they want to impress? -
  - Potential and existing customers, Investors and partners.
  - Their families and friends

- How would they feel about themselves if they were living in their dream state?
  - They'd feel confident and satisfied that they are getting new clients and more online attention.
  - Will see themselves as more successful
  - They'd feel understood, happy, and satisfied with the experience and the product
- What do they secretly desire most? -
  - "i felt he sincerely cared about my special day"
  - "willingness to adapt and incorporate our feedback promptly was outstanding."
  - "patience with our numerous tweaks"
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
  - "I want to attract more of my ideal clients."
  - "I would like my business to receive more attention and convert more sales"
  - "I want to dominate my niche and outshine the competition."

## Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? -
  - They believe they are doing their best, but something just doesn't work
  - "Marketing is complicated, expensive, and I'm not sure what actually works."
  - "If I had more leads, everything would be easier."
  - "I'm doing everything I can, but I'm not getting the results I deserve."
- Who do they blame for their current problems and frustrations? -
  - They blame themselves for not having the knowledge they need to change their circumstances.
  - They blame previous companies/ agencies they have worked with.
  - Also their competitors (feeling that they are loosing market share due to better marketing)
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - Because they tried to cheap out on their video marketing, use inferior advertisement methods(free channels, unoriginal content.)
  - Or they haven't ever tried video marketing
  - They gave up too soon, when they didn't see results. Marketing requires consistency.

- They didn't communicate properly their goals with the video company and as a result of that didn't receive the result they wished for.
- How do they evaluate and decide if a solution is going to work or not?
  - They evaluate that based on their previous experience and the trust they have in the company they hire to make their video advertisement.
  - Based on the video production company's image and experience
  - With social proof
  - The company they hire shows that they are competent and know what they are doing
- What figures or brands in the industry do they respect and why?
  - They respect people who come across as capable, confident and experienced, because that means they know what they are talking about and can produce results

1, Seth Godin: A marketing visionary, Seth Godin is known for his emphasis on permission marketing and the importance of storytelling and building trust with customers. His work, especially his books like Purple Cow and This is Marketing, teaches businesses to be remarkable and customer-focused, making him highly respected for long-term, value-driven marketing.

2. Neil Patel (Neil Patel Digital): Neil Patel is respected for his expertise in SEO, content marketing, and data-driven strategies. His actionable advice through blogs, podcasts, and tools like Ubersuggest has helped countless businesses improve their online presence, and his practical, results-oriented approach appeals to those looking for tangible improvements.

3. Russell Brunson (ClickFunnels): Russell Brunson is admired for his expertise in sales funnels and online marketing. His company, ClickFunnels, has become synonymous with creating high-converting sales funnels, and his books like DotCom Secrets have made him a go-to figure for entrepreneurs looking to optimize their online sales processes.

4. HubSpot: Known for its inbound marketing approach, HubSpot is respected as a leader in content marketing, customer relationship management (CRM), and marketing automation. Many business owners admire HubSpot for its educational resources (like the HubSpot Academy) and its ability to provide practical, scalable marketing solutions. discount for the Company call Recording, Voicemail transcription and Vonage support plus.

- What character traits do they value in themselves and others?
  - They value their ambition for their business to grow, creativity, success , punctuality.
- What character traits do they despise in themselves and others?

- Poor customer service
  - No accountability
  - Slow communication
  - Procrastination
  - Lack of accountability
  - Indecisiveness
- What trends in the market are they aware of? What do they think about these trends?
    - They are aware that digital marketing is the trend, but most of them underestimate its importance, thinking its “ just a trend”
    - Many business owners recognize the need for social media advertising.
    - There is a strong awareness of the growing importance of content marketing , partially video marketing.
  - What “tribes are they a part of? How do they signal and gain status in those tribes? - -
    - their business niche tribe
    - City tribe
    - Entrepreneurial tribe
    - Business owners gain status in their respective tribes by demonstrating success, influence, expertise, and contributions that are valued within those specific communities.

## Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
  - a. Youtube
    - i. (“My journey” type videos)
    - ii. Comments
  - b. IG
  - c. Facebook
  - d. Twitter
  - e. Reddit
  - f. Other Forums
  - g. Amazon.com Reviews
  - h. Yelp and Google Business/Maps Reviews

## Basic Avatar



**Name:** Ryan, 37

### **Background Details:**

Ryan is a 37-year-old small business owner living in Chicago, Illinois. He runs a successful boutique marketing agency that helps local businesses with their digital advertising strategies. His business has grown steadily over the past five years, earning around **\$150,000** annually. However, Ryan constantly feels the pressure to innovate and scale, especially with increasing competition from larger agencies.

Ryan is married with one child, a 3-year-old daughter. He often struggles to find balance between running his business and spending quality time with his family. His workdays are long, leaving him exhausted, and he frequently feels like he's missing out on his daughter's early years.

Ryan's business is his passion, but he knows it needs a more polished image to attract larger clients. He's especially interested in creating a high-quality **video advertisement** to showcase

his services, believing it will give his agency the credibility it needs to compete with bigger firms. His agency has produced videos for clients, but ironically, Ryan hasn't invested in one for his own business.

Ryan believes in **authentic, story-driven marketing**. He dislikes flashy, gimmicky ads and values **transparency** and **trust** in business relationships. He follows influencers like **Gary Vaynerchuk** and **Neil Patel**, focusing on their advice for digital growth and building a personal brand.

Despite his marketing expertise, Ryan feels overwhelmed by the complexity of video production. He's nervous about wasting money on a video that doesn't deliver results, but he knows that an engaging video ad could be the key to unlocking bigger clients and contracts.

### Day in the Life:

- **6:00 AM:** Ryan wakes up early to get a head start on the day, but he already feels tired. He spends the first hour replying to emails and catching up on project management software before his daughter wakes up. He's always thinking about how to streamline his business to save time.
- **7:00 AM:** Ryan eats breakfast with his family but keeps checking his phone for updates from clients. His wife reminds him to "be present," and he feels a little guilty for not being more engaged. He knows his work-life balance is off but feels like he can't step away from his business.
- **9:00 AM:** After dropping his daughter at daycare, Ryan heads to the office, where he meets with his team. They're discussing the upcoming quarter's marketing strategy for clients, but Ryan can't shake the feeling that his own agency's branding needs attention. He's thinking about a video ad that would finally give his agency the visibility it deserves.
- **12:30 PM:** Lunch is a quick bite at his desk while researching video production companies. He's considering outsourcing the project but worries about finding the right team. He knows what he wants: a **story-driven, authentic video ad** that communicates his agency's value without feeling too corporate or generic.
- **3:00 PM:** By mid-afternoon, Ryan's energy dips. He's overwhelmed by the number of proposals and quotes for the video project. He wonders if it's worth the investment and if it will attract the clients he's hoping for. Despite his doubts, he knows his agency needs to stand out in a crowded marketplace.
- **6:00 PM:** After a long day, Ryan heads home. He tries to disconnect from work, but his mind is racing with ideas for his agency's growth. He plays with his daughter and talks to his wife about his vision for the business. He's excited about the potential of video marketing but frustrated that he hasn't been able to execute it yet.
- **9:00 PM:** Once his daughter is in bed, Ryan dives back into work. He watches **competitors' video ads** on YouTube, feeling inspired by the creative storytelling but unsure how to apply it to his own business. He wants to create something memorable, but he's also wary of spending money on something that won't generate ROI.
- **10:30 PM:** As Ryan winds down for the night, he reflects on the day. He knows he needs to push forward with the video ad project, but he feels paralyzed by the decision-making



process. He dreams of landing bigger clients and finally seeing his agency recognized for the quality work it produces—but first, he needs to find the right partner to help him bring his vision to life.