

CLIENT PROFILE PLAYBOOK

Client: Prepared by:

Strategy without tactics is the slowest route to victory.

Tactics without strategy is the noise before defeat.

—Sun Tzu, *The Art of War*



Client Profile



COMPANY INFO					
Logo	Company	Name			
	Address				
TVOLID.					
LOGO					
JINGO	City			State	ZIP
1 LOGO					
	Website				
	http://				
	Marketing	g Budget			
	\$				
Industry	Position				
	☐ B2C Se	ervice	☐ B2C Product	☐ B2B Service	☐ B2B Product
Current Marketing Channels					
☐ Organic Social Media ☐ Display Advertiseme	ents Social	□ Video	o Advertisements Er	mail 🔲 Word o	f Mouth
☐ Pay Per Click (PPC) ☐ Media Marketing		☐ Mark	ceting Referral / Affil	liate © ther	
☐ Search Engine Optimization ☐ Content Marketing			_		
POINT OF CONTACT					
Name		Title			
Nume		Title			
Phone		Email			
Thome		Linan			
DOINT OF CONTACT					
POINT OF CONTACT Name		Title			
Name		Title			
Phone		Email			
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POINT OF CONTACT					
POINT OF CONTACT		T:41a			
Name		Title			
Places		Г :!			
Phone		Email			

Brand Identity



MISSION STATEMENT	
VALUE STATEMENT	
WEST STATEMENT	
TAG LINE	
MANTRA	

Social DNA



COMPANY CULTURE		
TONE OF VOICE		
STYLE / AESTHETIC		
Do you have a branding style guide?		
December 1		
Brand Fonts 1.	2.	3.
Do you have brand colors?		
S.M.A.R.T. 10 YEAR GOAL		

Company Principles



WHAT DO YOU DO	
HOW DO YOU DO IT?	
WHY DO YOU DO IT	

Customer Persona





VALUE PROPOSITION

DEMOGRAPHIC	
Age	Occupation
Location	Interests
Gender	
Income	

TOP 3 BENEFITS		
1.		
2.		
3.		
L		

то	OP 3 OBJECTIONS		
1.			
2.			
3.			

Customer Persona





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TOP 3 OB.	JECTIONS			
1.				
2.				
3.				

Customer Persona





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ТОР З В	BENEFITS			
1.				
2.				
3.				
2.	BENEFITS			

TOP 3 OBJECTIONS		
1.		
2.		
3.		

Product / Service CPP



	GENERAL INFO			
	Title			
114405				
IMAGE	Туре			
PLACEHOLDER		□ D2C Dua du at	Dan Carrier	DOD Doordoort
	☐ B2C Service	☐ B2C Product	☐ B2B Service	☐ B2B Product
	Impulse Purchase (d	on a scale of 1 - 10):		
Your product image	impulse i di chase (c			
goes here	Market Saturation (on a scale of 1 10):		
	Market Saturation (
	Do you have an ass	et / photo / video library	2	
	Do you have an ass.	er prioto i video nordi y	•	
Do you have a CRM or similar tool?				
Do you have a CRIVI of Silfilial tool:				
What's your Customer Lifetime Value (CLV	')?			
What's your Average Order Value (AOV)?				
UNIQUE SELLING PROPOSITION				
UNIQUE SEEEING PROPOSITION				
LAST 3 WINS AND WHY YOU WON TH	IEM			
1.				
2.				
3.				
J.				





LAST 3 WINS AND WHY YOU WON THEM	
1.	
2.	
3.	\dashv

² TOP 3 COMPETITORS				
Company	Website			
1.				
2.				
3.				