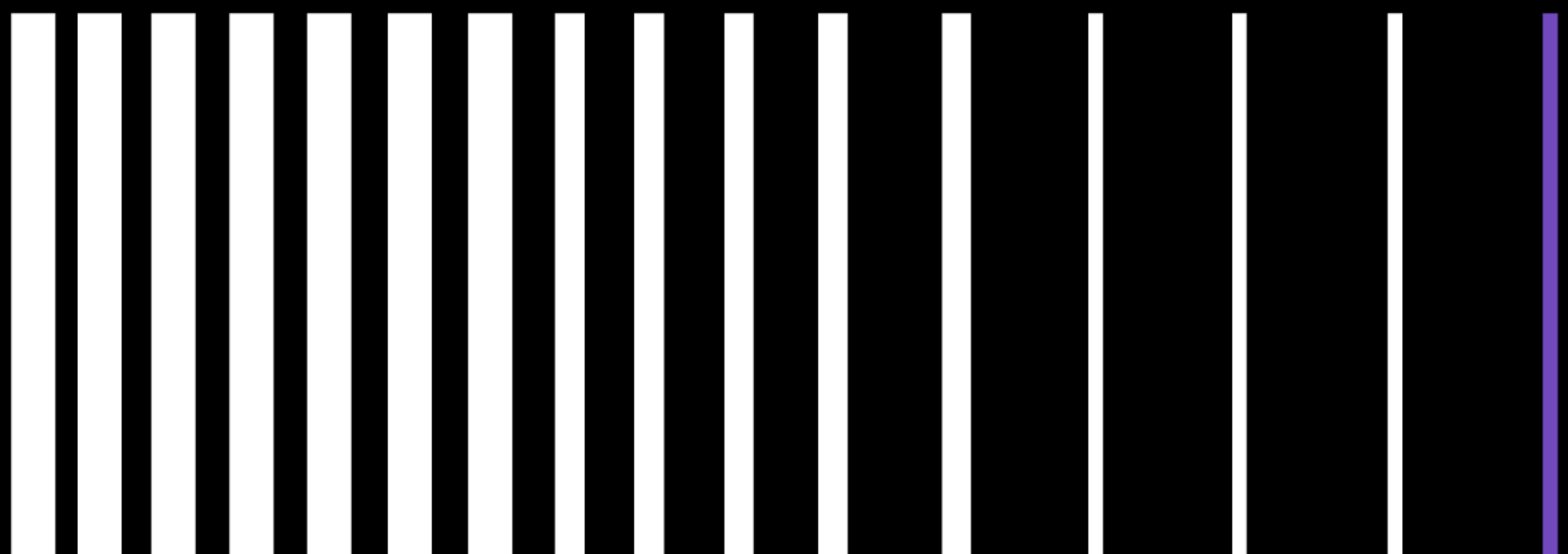


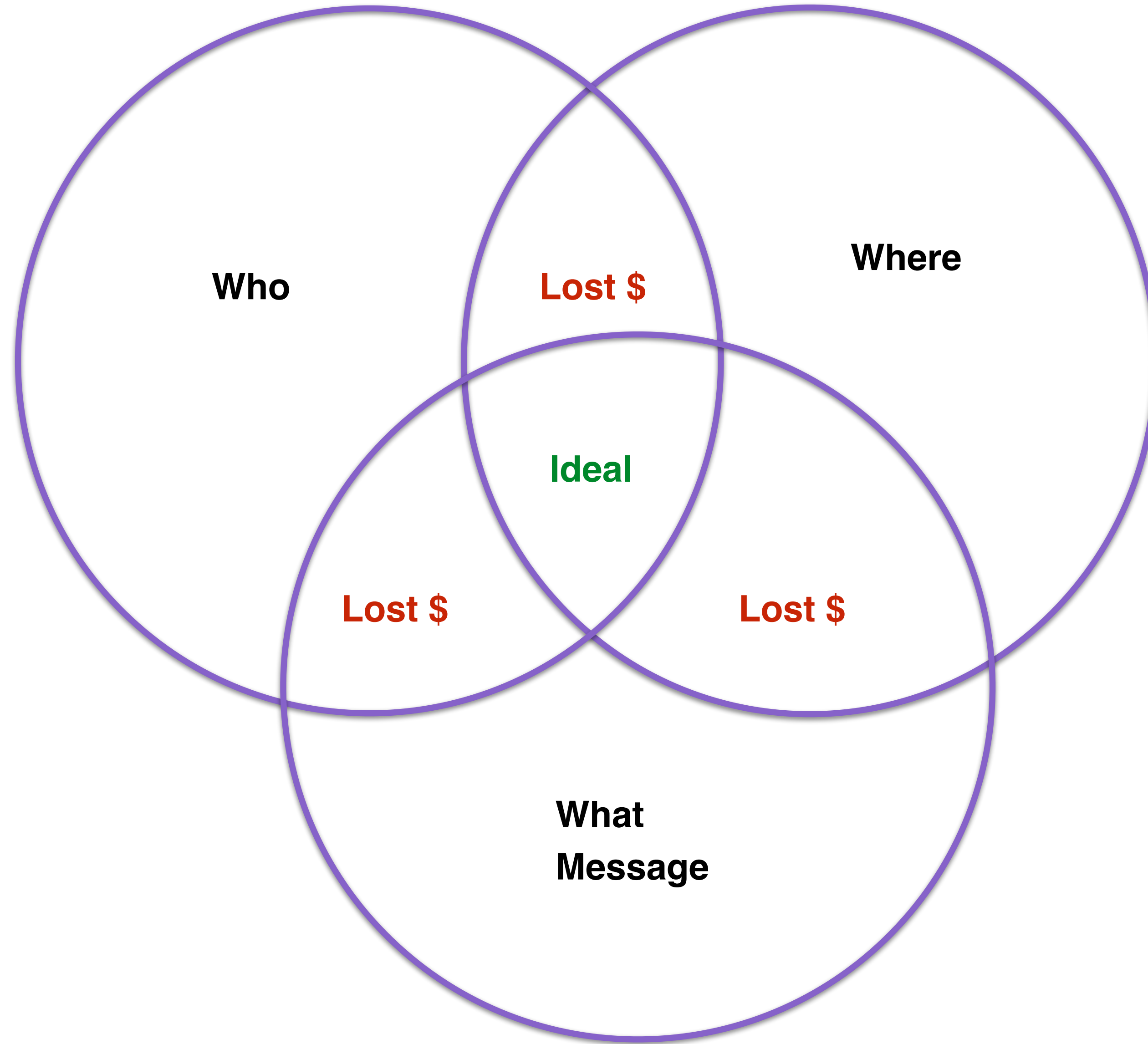
SCORE

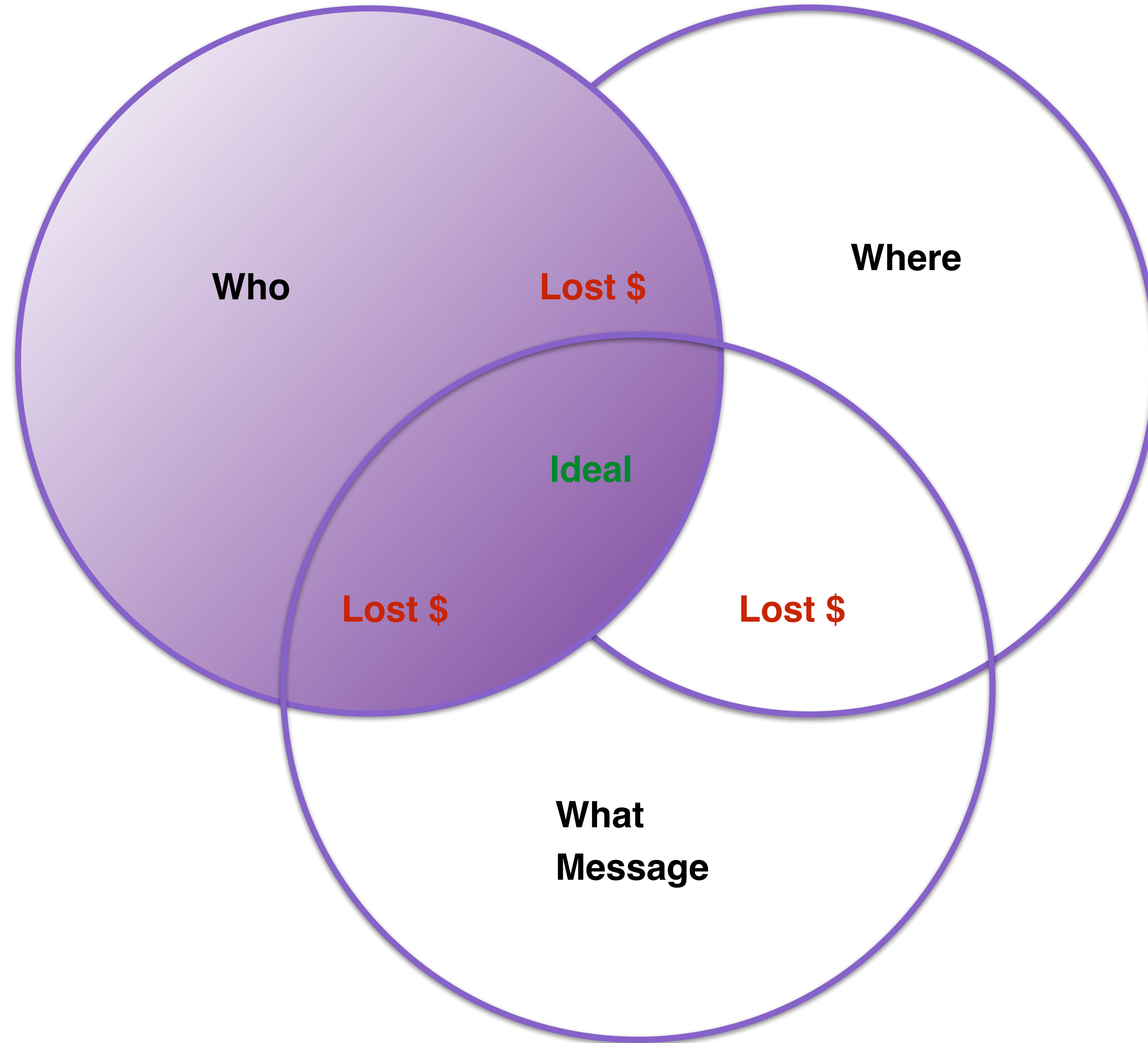


Use the Marketing Tree to Grow your Business

Ali Moledina







Ideal Client Profile

The Ideal B2C Client Profile		
Name		
Demographic		
	Age	
	Gender	
	Cultural Background	
	Life Stage	
	Marital Status	
	Family Members	
	Occupation (broad)	
	Orientation	
	Education Level	
	Residence location	
	Pets	
Financial	Income Level	
	Investment Level	
	Average spend	
	Home Ownership	
Lifestyle	Hobbies	
	Physical Activity	
	Social Activity	
	Political Affiliation	
Psychographics	Emotional triggers	
	Buying behaviours	

Ideal Client Profile

The Ideal B2B Client Profile		
Name		
Demographic		
	Age of Business	
	Industry	
	Sub-industry	
	Number of Directors	
	Number of Team	
	Ownership Structure	
	Location	
	Virtual Presence	
Performance	Revenue Level	
	Profitability Level	
	Price Point	
	Market Share	
	Target Market	
Marketing & Sales	Current Channels	
	Performance/Metrics	
	Social Activity	
	Offers Made/Ongoing	
	Brand Promise	
	Sales Cycle	
	Season / Off-Season	

Case Study - Ideal Customer

Opticians specializing in children's Eyecare



Case Study

Opticians specializing in children's Eyecare

Demographic:

- Parents
- Children between 7 - 16
- Professionals / working
- Maple Gove, MN

Financial

- Household income of \$90k+
- High disposable income



Case Study

Opticians specializing in children's Eyecare

Demographic:

- Parents
- Age between 30 - late 50's
- Children between 7 - 16
- Professionals / working
- Maple Gove, MN

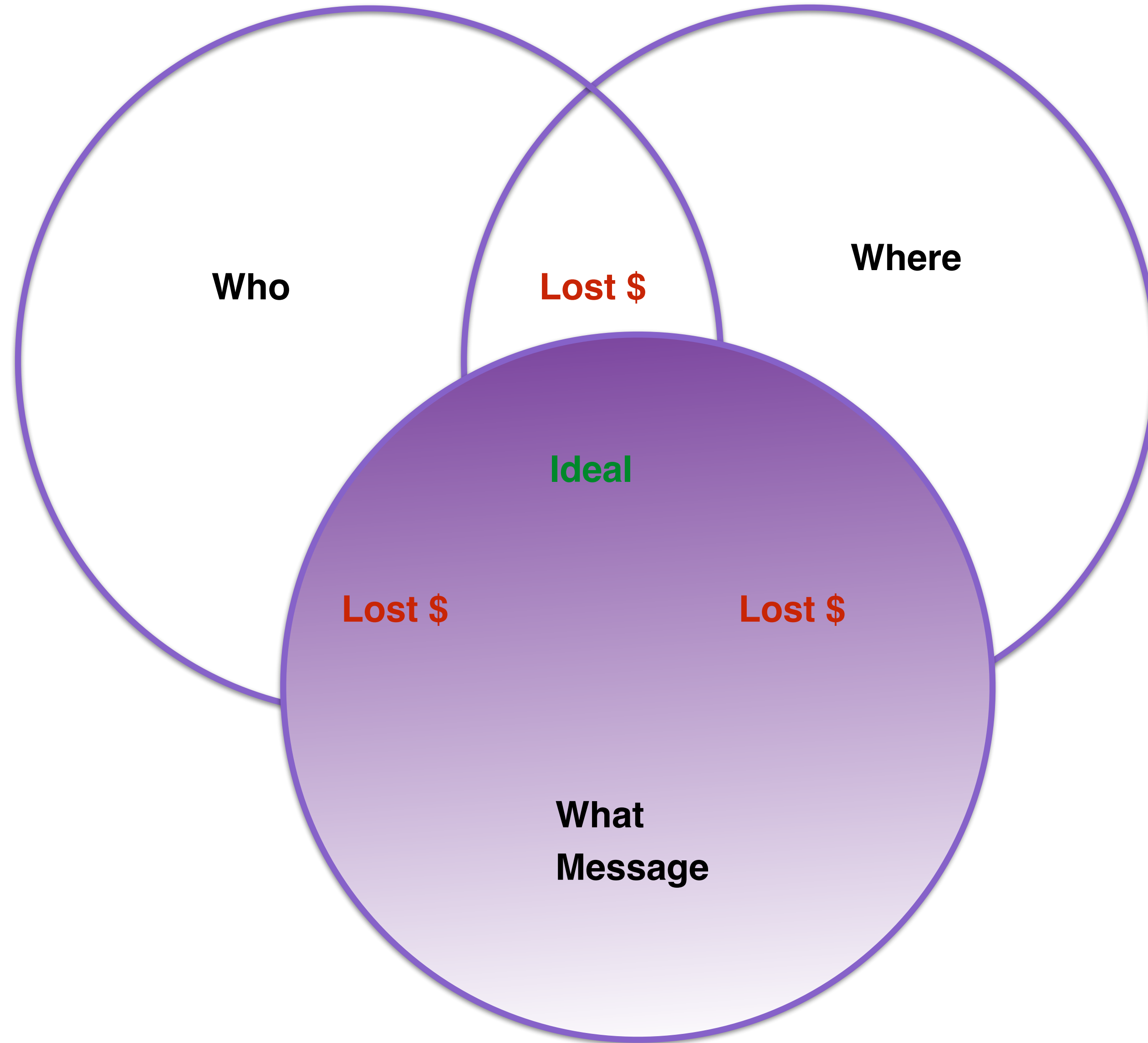
Financial

- Household income of \$80k+
- High disposable income

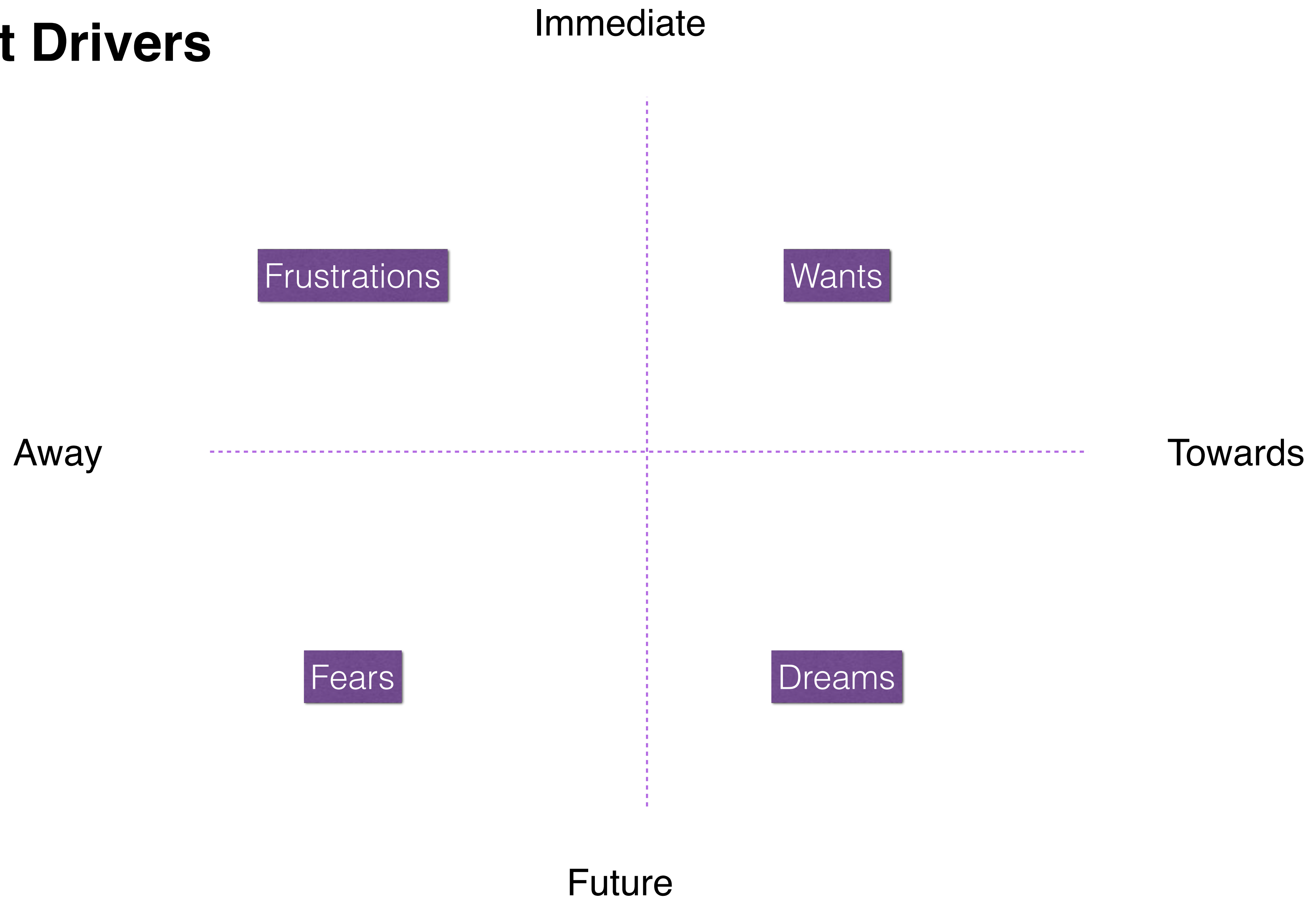
Psychographic:

- Want the best education and health for children
- Are willing to spend more time and money on their child than themselves
- Very busy - therefore time poor





Ideal Client Drivers



Ideal Client Drivers

Immediate

Frustrations

- Behavioral issues with child
- Phone calls from school complaining about child causing embarrassment
- Child is getting poor grades at school
- Parent constantly feels drained
- Parent feels overwhelmed and is time poor balancing family life and work

Wants

Away

Towards

Fears

Dreams

Future



Ideal Client Drivers

Immediate

Frustrations

- Behavioral issues with child
- Phone calls from school complaining about child causing embarrassment
- Child is getting poor grades at school
- Parent constantly feels drained
- Parent feels overwhelmed and is time poor balancing family life and work

Wants

- Well behaved child
- No more phone calls from schools
- Child gets good grades at school
- Parent feels like they have energy again
- Parent feels in control and has a balanced life

Away

Towards

Fears

Dreams

Future



Ideal Client Drivers

Immediate

Frustrations

- Behavioral issues with child
- Phone calls from school complaining about child causing embarrassment
- Child is getting poor grades at school
- Parent constantly feels drained
- Parent feels overwhelmed and is time poor balancing family life and work
- Lack of connection with child

Wants

- Well behaved child
- No more phone calls from schools
- Child gets good grades at school
- Parent feels energized
- Parent feels in control

Away

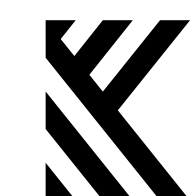
Towards

Fears

- My child will not get a good education
- My child will not have a successful career
- I have let my child down
- I have failed as a parent

Dreams

Future



Ideal Client Drivers

Immediate

Frustrations

- Behavioral issues with child
- Phone calls from school complaining about child causing embarrassment
- Child is getting poor grades at school
- Parent constantly feels drained
- Parent feels overwhelmed and is time poor balancing family life and work
- Lack of connection with child

Wants

- Well behaved child
- No more phone calls from schools
- Child gets good grades at school
- Parent feels energized
- Parent feels in control

Away

Fears

- My child will not get the education they need
- My child will not have a successful career
- I have let my child down
- I have failed as a parent

Towards

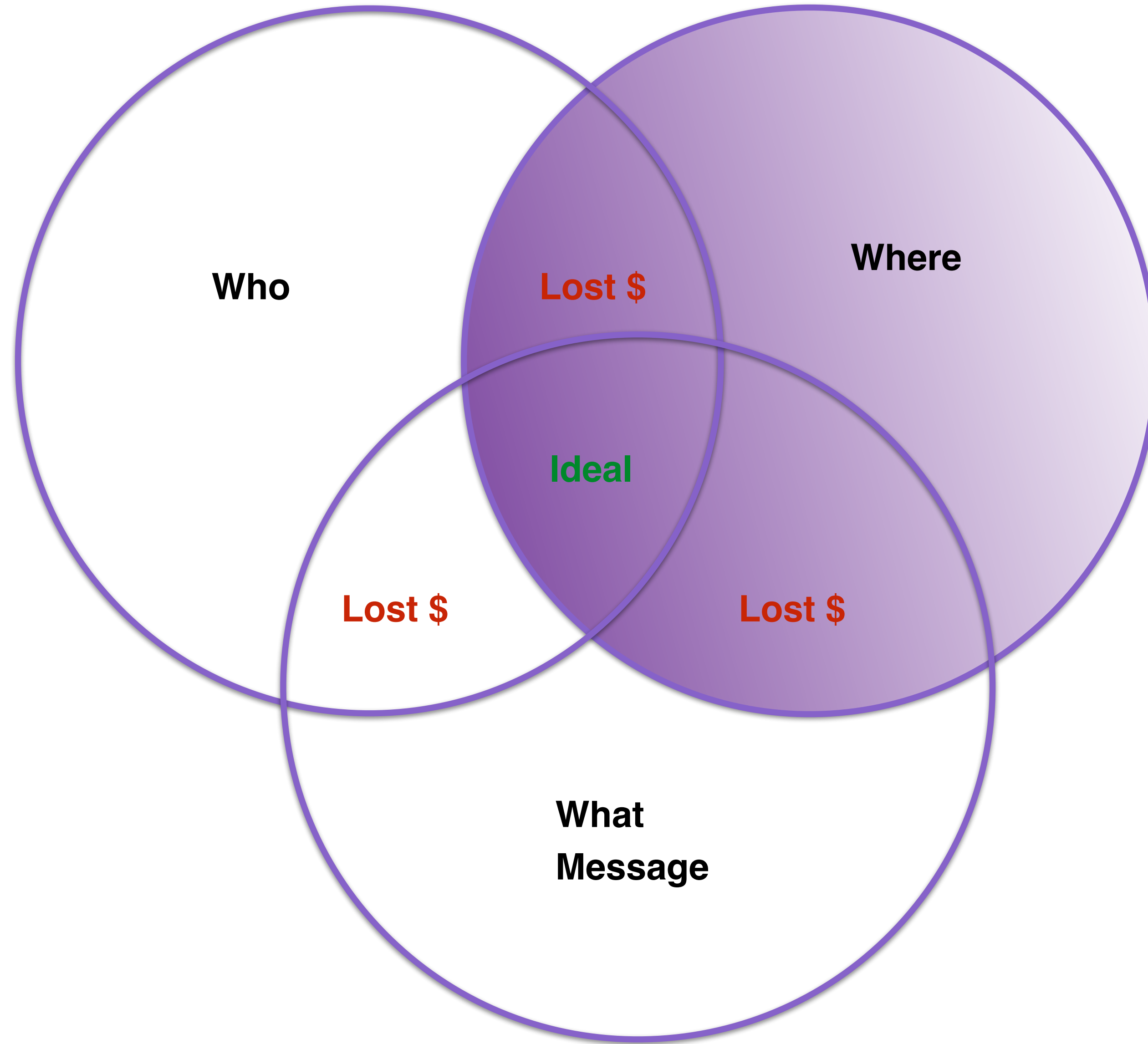
Dreams

- My child will get the best education
- My child will have a really successful career
- My child is really proud of me
- I am the best parent I can be

Future









KAIZEN

Consulting
Group

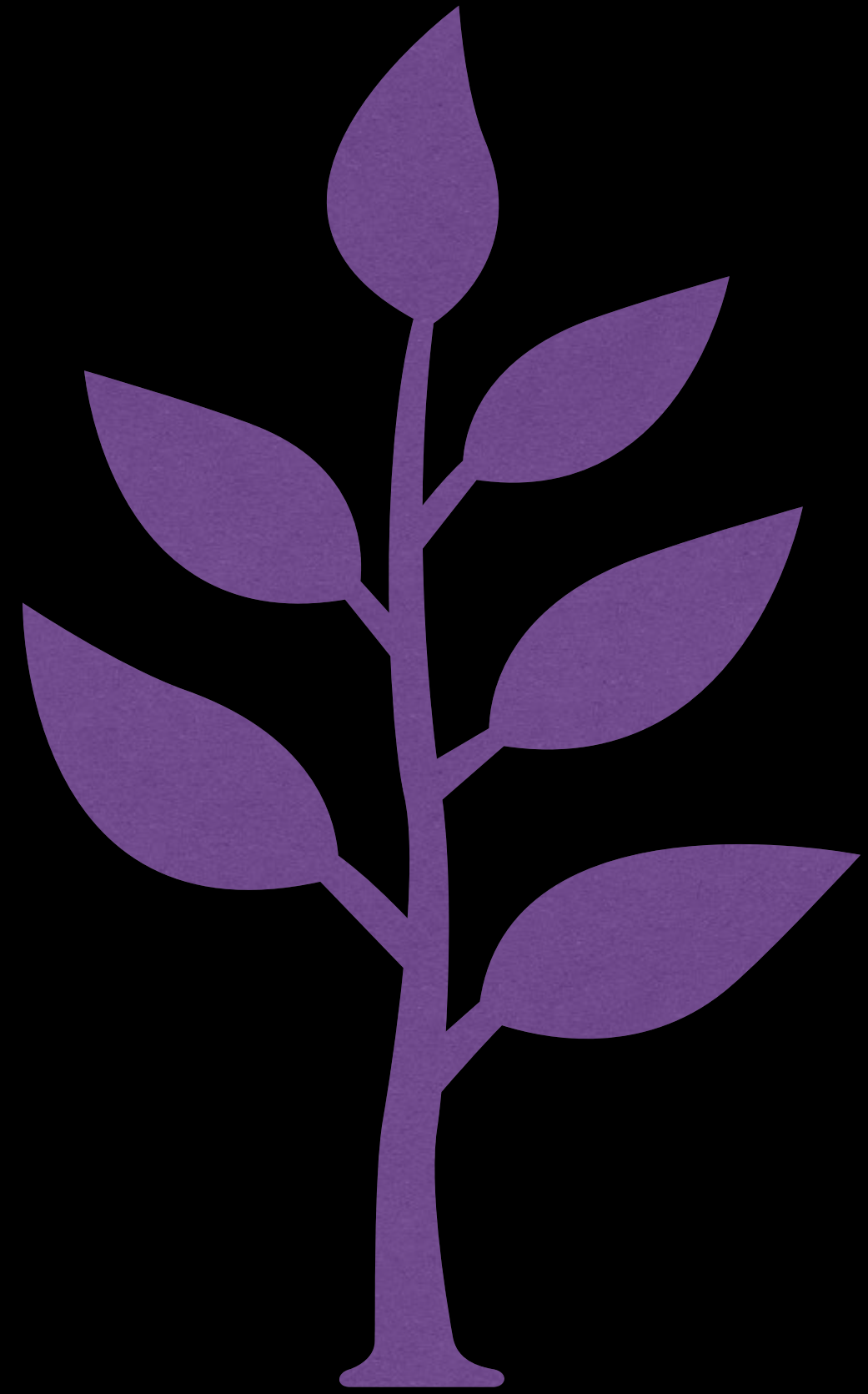
The Ideal Client Finder

	Where	Doing What	Who With	How to get Attention
Online				
Offline				



The Ideal Client Finder			
	Where	Doing What	Who With
Online	Facebook local neighbourhood groups	keeping up with local updates	neighbours
	Facebook parenting groups	looking up parenting tips	alone
	Google - kids activities	looking for family, kids activities	spouse?
Offline	Family fun events	spending time as a family	whole family
	local church groups	socializing with other families	family and local community
	local shopping mall	shopping/eating	friends





Using the Market Tree



Case Study

Back to School Campaign

Back to School Campaign:

- Seed:
 - Promotional material placed near 'back to school' items and shops



Case Study

Back to School Campaign

Campaign 1 - Back to School Campaign:

- Seed:
 - Promotional material placed near ‘back to school’ items and shops
- Nurture / Water
 - “Did you know that good **visual skills are significantly impact reading performance.**”
 - Flyers that talks to stats and information
 - Sign up for more information
 - Regular information relating to education and sight sent to parents



Case Study

Back to School Campaign

Campaign 1 - Back to School Campaign:

- Seed:
 - Promotional material placed near ‘back to school’ items and shops
- Nurture / Water
 - “Did you know that good **visual skills are significantly impact reading performance.**”
 - Flyers that talks to stats and information
 - Sign up for more information
 - Regular information relating to education and sight sent to parents
- Fruit:
 - Book in an appointment here.



Case Study

Behavior Campaign

Campaign 2 - 8 weeks later

- Seed
 - Key word and SEO for 'bad behavior' in school



Case Study

Behavior Campaign

Campaign 2 - 8 weeks later

- Seed
 - Key word and SEO for 'bad behavior' in school
- Water
 - Blogs and video content "Poor vision can lead to behavioral issues at school"
 - You are not alone - campaign providing additional resources and help
 - "Its not your fault." Book a 10 minute phone consultation



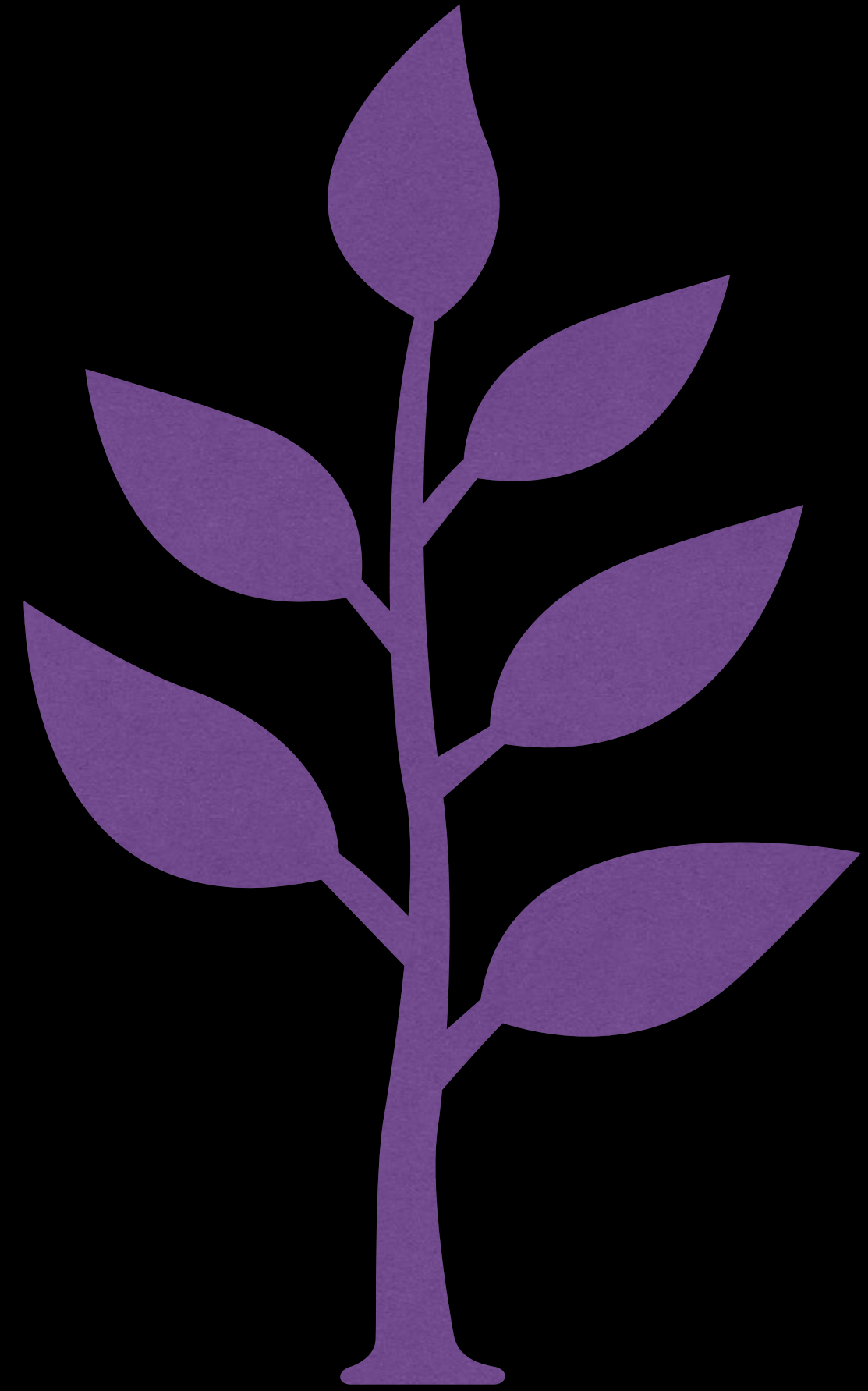
Case Study

Behavior Campaign

Campaign 2 - 8 weeks later

- Seed
 - Key word and SEO for **'bad behavior'** in school
- Water
 - Blogs and video content "Poor vision can lead to **behavioral issues at school**"
 - You are not alone - campaign providing additional resources and help
 - *"Its not your fault."* Book a **10 minute phone consultation**
- Fruit
 - Parent comes in with child for a sight test and purchases glasses





Plant the Seed

Water the relationship

Collect the fruit



- Connect

- ali.m@kaizen.consulting

- www.linkedin.com/in/coach-ali-kaizen

- @coach_ali_kaizen

- 'Marketing Audit'

