#SATUAR FRAMEWORK

(HOW TO SUCCESSFULLY SUCCEED TO CREATE A SUCCESSFUL PROPER OFFER)

Sensibilization

Attraction

Transformation

Usage

Approval

Revenue

Sensibilization

In some cases, a completely new product, not known by the market (target) needs to be promoted in a way that it will <u>create no more than attention</u>... for the moment. And requires an "educational" phase.

Attraction

Once the market (target) is aware of its own need/s (or at least, understands the benefit/s of the product), the company has to create an appealing advertising campaign… to <u>attract the customers</u>.

Transformation

Its time to convert the target (so far, only interested prospects) into new customers. The attracted "final users", "shareholders", "decision-makers" are <u>driven to the conversion process</u> (website, sales-team…).

Usage

Once the prospects turn to become customers, the objective is to keep them (life time) and increase their consumption by <u>making them using as much as possible the product</u>, and being satisfied of it.

Approval

Increasing the product usage and making a user satisfied of it is not the only goal. Once he is satisfied, the goal is to <u>get his engagement and make him talking positively</u> of it.

Revenue

<u>Increasing the revenue, and increasing the margin</u> is the next goal to achieve when having created a good pool of customers. Finding new features, creating new offers, etc. turn to be a great challenge.

ACTIONS, TOOLS & MAIN KPIS

(SUCCESS IS ACTIONS TO LAUNCH, NUMBERS TO FOLLOW)

Knowing the target

- What's about ? Knowing who is the main target, who are the people part of the purchasing process, etc. in order to create a map of Top Tiers targets (by profitably/potential) and think on how reaching them.
- Tools ? Methods like the 4P, Value Proposition, Interviews, Customers database analysis…
- KPIs ? Estimated number of prospects, value per prospect in each group, etc.

Knowing the market

- What's about ? Knowing what is the current status of the market (existing or not, mature or not….) and who are the competitors (and how they are) and their offers (features, prices, sales channels…).
- Tools ? Methods like the SWOT, Value Propositions, Interviews, Analysis from industry associations…
- KPIs ? Estimated number of customers and competitors turnover, Estimated market size, etc.

Finding the solutions

- What's about ? Knowing the needs/problems of users/customers, clearly expressed/known or not by them.
- Tools ? Interviews, use analysis of existing solutions (or Figma sketch)…
- KPIs ? Estimated number of prospects, value per prospect in each group, etc.

Creating the right offer

- What's about ? Creating the best-selling-offer that will seduce the customers… by giving them the best features needed, at the maximum price they are willing to pay.
- Tools ? Customers needs analysis, Price elasticity estimation, Business Plan, Price/Promo grid, "Smoke Test" landing page…
- KPIs ? Customers acquisition hypothesis, revenue hypothesis, margin hypothesis, etc.

Creating the right message

- What's about ? Creating the best message/s for the target/s, with the right voice-tone, the right wording, the right arguments.
- Tools ? Value Proposition, USP & KPS, "Smoke Test" landing pages, Interviews…
- KPIs ? Leads generated number, % of transformations (leads, sales), RoAS, etc.

Creating the "best" brand

- What's about ? Finding the best brand name, signature (text, visual, sound), the best brand values… that will sound right for the target/s.
- Tools ? Value Proposition, USP & KPS, "Smoke Test" landing pages, Interviews…
- KPIs ? Polls results about brand memorization and customers empathy to the brand.

Creating the best media plan

- What's about ? Creating the best media plan ever, in order to generate the maximum attention (and traffic) and getting the best performances.
- Tools ? Audiences reports from the ad-networks, Budget, Sales reports…
- KPIs ? Leads generated number, % of transformations (leads, sales), RoAS, etc.

Creating the best sales process

- What's about ? Creating the best sales process/platform using all the suitable channels.
- Tools ? Website, Sales-Team (internal/partners), Customer Support team…
- KPIs ? Sales performances per action and per channel, cost per lead and per sale, etc.

Keeping the customer satisfied

- What's about ? Creating a product that the customer will use and make it irreplaceable and satisfying.
- Tools ? Customers Support Team, Customers Feedbacks, Customers surveys, NPS, 5 stars ratings…
- KPIs ? Surveys and Polls results.

Keeping the customer for life

- What's about ? Getting the best customers base Life Time (and value).
- Tools ? Customers Feedbacks Loops, Insiders program, Customers Support Team, Best Product/Price…
- KPIs ? Life Time, Life Time Value, Churn rate, Customer Satisfaction after each contact, etc.

But before this…

- Defining the revenue, the margin… and **creating the best profitable product for the company** (Business Plan, P&L…).

- Knowing the product / technology and **defining the most ambitious roadmap ever** (POC, MVP, release 1, release 2…).

WHAT'S NEXT ?

(IDEAS ARE GREAT, ACTIONS ARE BEST… LET'S BEGIN OUR JOURNEY)

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