



Valerie

Marketing Leader

“I need to see how Drip is going to help my business grow, especially in the face of big competition.”

Role in Decision: The Decision Maker

Potential Titles: VP of Marketing, Chief Marketing Officer, or any other fancy title that says they steer the marketing strategy ship.

What’s on Valerie’s Mind

“What value will Drip add to justify switching off of another platform?”

“How will Drip help us scale and hit our goals?”

“In what ways will Drip give our customers a better experience with our brand?”

“How will Drip show me clear ROI and strategy performance metrics so I know what’s working and what needs to change?”

“Does Drip work with strategies that we already count on, like social and direct mail?”

Things Valerie Likes

Conversations: Valerie likes to hear about how Drip will help the company leverage data they currently aren’t really using for anything. Tell Valerie how this untapped data could be just what they need to stand out from the competition, heighten brand affinity, and build a loyal customer base that’ll buy far into the future.

Actions: Show Valerie what reporting in Drip looks like. Data is the name of the game for Valerie, and account dashboards are where she’ll spend most of her time. Show her a little bit of Drip’s nitty gritty and user-friendliness, but point her peepers to the numbers that she’ll want to see every day.

Facts: Retailers who effectively implement personalization are seeing revenue increase by 6 to 10%. **Show Valerie how Drip makes every customer experience more personal.**

In the United States and Europe, stores must bring in five to seven one-time shoppers to equal the revenue of just one repeat purchaser. **Show purchase-driving features like segmentation, personalization, and automation in Drip.**

Nearly 60% of companies struggle to effectively measure and attribute the impact of their marketing campaigns. **Show how Drip provides a clear ROI on marketing automation strategies.**

Tech Savviness

Valerie knows what tech her team needs to succeed, but she’s not the one working with the tools day in and day out. While she’s not bringing strategies to life in the tools, she’s savvy enough to log on and gather the data she needs for analytics, reporting, and optimization.

Marketing Automation Prowess



Val keeps a close eye on the marketing automation metrics and reporting, but she doesn’t get her hands in it. She counts on the smart folks on her team to execute marketing automation strategies, but she needs clear analytics that let her know their work is paying off and driving growth.

Decision Factors



Valerie is about to make a big decision, and going with Drip will probably mean switching her team off of a different platform—time and money. She’s going to make sure Drip checks all the boxes before signing on and schlepping over, which means she needs to know everything about Drip from big benefits to brass tacks.

Goals

1. Grow the company by driving sales and customer loyalty.
2. Optimize marketing spend and prove strategy ROI.
3. Smash the competition with incomparable shopping experiences.



Matt

Marketing Team Member

“How will Drip help me do my job more effectively (and win some points with the boss)?”

Role in Decision: The Influencer

Potential Titles: Marketing Automation Specialist, Email Marketing Manager, Ecommerce Marketing Strategist, Digital Marketing Specialist, Retention Manager

What’s on Matt’s Mind

“What features does Drip have that’ll help me more than the other platforms I’m looking at, like Mailchimp, Klaviyo, or Zaius?”

“What features does Drip have that will help me create effective segments I can market to?”

“Is it difficult to get and leverage data from my other apps, like Facebook or Shopify?”

“How will I convince Valerie that we need to use this tool to meet our goals?”

“Will I have to use a lot of the team’s time or budget to learn and use Drip?”

Things Matt Likes

Conversations: “How did he increase sales and revenue like that?!” That’s the question Matt wants to hear people whispering around the watercooler a few weeks from now. Matt wants to talk about how Drip will help him take his marketing performance to the next level. What’s the secret sauce Drip gives Matt to get him and the company ahead?

Actions: Matt likes demos, how-to videos, and even one-on-one help from a Drip Success Manager so he can start every strategy on the right foot. Show Matt how user-friendly Drip is, how much time it will save him, and how he can prove the value Drip adds to his higher-ups.

Facts: Repeat purchasers represent a disproportionate amount of revenue for your business. In fact, it takes 5-7 one-time shoppers to equal the value of just one repeat purchaser. **Show Matt how Drip can increase repeat purchases.**

Only 13% of companies feel like they're delivering customer-specific messaging. **Show Matt how Drip personalizes each customer journey.**

Tech Savviness

Matt isn’t quite an engineer or developer, but he has a firm grasp of current technology and with the right resources, he can pick up new tools pretty fast. He loves diving into new platforms, learning the ins and outs, and helping the rest of the team learn, too. The more resources he can have access to, the better.

Marketing Automation Prowess



Matt’s the day-to-day user of their current marketing tech. He’s responsible for making big marketing strategy dreams a reality, so it’s important that Drip can fit in the fold seamlessly. Since he’s familiar with all the things he likes and doesn’t like with the current platform, he’s especially particular about must-haves.

Decision Factors



Matt is most likely signed up for a few free trials as he conducts his research for a new marketing tool to use at his company. While he won’t need as much nurturing as Valerie, he’s going to need to feel like Drip is worth the switch and that support is available if he needs it. His opinion directly influences Valerie’s decision.

Goals

1. Find a platform that will make his day-to-day work easier and more effective.
2. Better serve the company’s customers through segmentation and personalization.
3. Save the day and show his boss with defensible ROI.



Tommy

Tech Lead

“I’m interested in Drip’s API documentation and developer resources to ensure that the platform will work with our other tools.”

Role in Decision: The Enabler

Potential Titles: CTO, Director/Manager of IT, Web Developer

What’s on Tommy’s Mind

“How time- and resource-intensive will implementing Drip be for my team?”

“Once set up, will Drip require lots of ongoing support and prioritization?”

“Are resources readily available to help our team should problems come up?”

Things Tommy Likes

Conversations: Tommy likes to talk about how Drip gathers its data

Actions: What can Drip do that will help Tommy better serve his team and company when it comes to implementing the platform. Show Tommy all the resources Drip offers that help him be as self-sufficient as possible so the other teams at his company can get in the tool and get to makin’ money.

Facts: Make sure Drip’s API gets into Tommy’s hands. Be ready to answer his questions about connecting, and maybe even show him some real-life examples of what similar Drip customers have done and how they are succeeding in implementation.

Tech Savviness

Tech is Tommy’s jam, and he’s able to spot a solid API from a mile away. He understands the ins and outs of his company’s tech stack and needs, which is why it’s critical to show him Drip’s API and tech side. He’ll be the one implementing Drip, stitching it in with the company’s existing tech stack, and maintaining the integration.

Marketing Automation Prowess



Tommy knows what marketing automation is, but you won’t see him near the tool when it comes to conceptualizing or building automation strategies. He spends his time behind the scenes, making sure each new tool works (and keeps working) with all the other tools in motion.

Decision Factors



Tommy doesn’t need much sweet-talking. Instead of sales pitches, serve him the facts and some links to Drip’s API documentation. He’s going to have to see for himself if Drip will be a fit or not. While he doesn’t need much nurturing, a “thumbs up” from him boosts the odds of Drip being adopted by a company.

Goals

1. Ensure that implementing Drip won’t be a disruption.
2. Have a smooth transition from existing platform.
3. Easy connectivity to OMS integrations.



Jack

Founder and Do-Everythinger

“I started this company, and it’s growing by the day. I need Drip to give me a marketing leg up without weighing me down as I keep scaling.”

Role in Decision: Influencer and Decision Maker

Potential Titles: Founder, CEO, Digital Marketer, Owner, CMO

What’s on Jack’s Mind

“I’m bootstrapping this business, and every new tool I adopt has to be worth the price. How much does Drip cost and how will I see ROI?”

“My marketing strategy needs to help my store stand out. How will Drip help me build relationships, brand affinity, and reliable loyalty with my customers?”

“I have a small team and need all the help I can get, especially when it comes to implementing new tools to help my company scale.”

Things Jack Likes

Conversations: Jack likes to talk about how much business is booming and how he plans to scale the company. Chat about the impact of repeat purchasers and how Drip is uniquely suited to help ecommerce stores get more of ‘em.

Actions: Jack wants to know *everything* about Drip. At times, Jack is a one-man show, and he doesn’t have tons of time to commit to learning new tech on his own. Show Jack all the resources he’ll get with Drip—support options, MyDrip, case studies, and more will help him feel safe and supported with Drip.

Facts: Tell Jack about how important customer loyalty is and the true impact repeat purchases have on the bottom line. Underline the importance of this by showing him the Drip Account Dashboard and the features in Drip that will help him earn more repeat purchasers, e.g., segmentation, personalization, etc.

Tech Savviness

Jack is running the show at his company. That means he’s responsible for pretty much everything his customers see as well as all the behind-the-scenes tech stuff. He’s most likely the one running his online store as well as all the platforms he needs to make his marketing strategies come to life. He knows a tech thing or two, but he’ll need help with more complex Drip features that still need hands from a developer.

Marketing Automation Prowess



Jack’s familiar with marketing automation, but he hasn’t had the bandwidth to devote himself to learning the best strategies, yet. He’s eager and open to learning new marketing automation tools as long as he has resources for him to learn from.

Decision Factors



Jack needs every penny spent to have demonstrable ROI. Jack needs to know exactly how Drip is going to pay for itself and lend to more revenue and scaling, all while being user-friendly enough for him to implement and create strategies on his own. This isn’t a decision Jack takes lightly, and the last thing he wants is to be left on his own after the sale, so it could take time to build trust and security.

Goals

1. Find an ecommerce marketing tool to help his business keep growing.
2. Adopt the best tech without being weighed down by impossible learning curves.
3. Seamlessly integrate all of the tools he’s already using to collect customer data and market his business.