

Small Business Sammy (SMB)

Sammy

 EMPLOYEES
1 - 10

 MONTHLY TOTAL REVENUE
\$10K - \$100K

 SELLS PRIMARILY ON
Amazon / DTC

 PRODUCTS
10 - 5K

 ANNUAL MARKETPLACE GMV
\$100K - \$1M

 KPIS
ACOS, Total Sales

Identifiers

- Selling on Amazon on the side, but wants to make it full-time job
- Sells primarily on Amazon, personal site, sometimes multi-channel
- **Obsessed** with ACOS, if they see it rise they freak out
- Needs guidance in identifying reasonable objectives and goals
- Has difficulty managing, understanding and using metrics for their business
- Often needs help outside of advertising (listing, inventory, capital)
- Does not have enough time or money to find or fix all their business problems
- Advertising is only a small part of their day to day challenges
- Doesn't trust software companies due to past problems
- Wears many hats, scrappy
- Likes to see immediate results on actions they've taken
- Sees tools as just additional costs



SMB Sammy

Pain Points

- Can't control ACoS levels
- No time to advertise or run business
- Does not understand what a bidding strategy is
- Does not understand advertising strategies
- Unhappy with their current job
- Can't control their inventory levels, puts off replenishment, but goes out of stock and lose rank
- Category is heavily saturated, but may be in denial
- Trying to organize and connect metrics
- Has trouble understanding incremental lift
- Often bad listing pages and branding
- Lack of capital

Goals

- Save time
- Drive more sales (while trying to be profitable)
- Increase sales rank (organic placement)
- Meet a specific metric (sales, acos, conversion, etc.)
- Find keywords to unlock untapped market
- Do their passion for a living American dream, work for themselves
- To survive (above thriving)

Brand Examples



Wellness from the Earth



MT. ANGEL VITAMINS



Software

- Helium 10
- Jungle Scout
- Sellics
- Feedback
- Genius
- Fetcher
- (Profitability)
- Insite
- Inventory
- Labs
- Feedvisor (repricing)

Learns from

- Conferences
- Webinars
- Podcasts
- Youtube
- Articles / Blogs
- Linkedin Posts
- Facebook groups
- Friends selling on Amazon
- Learns through their own experience



Emerging Evan

Evan is the Director of Marketing at Emerging Brand X

 EMPLOYEES
11 - 100

 ANNUAL TOTAL REVENUE
\$1M - \$10M

 SELLS PRIMARILY ON
Amazon / Website / Shopify

 PRODUCTS
25 - 2,500

 ANNUAL MARKETPLACE GMV
\$1M - \$10M

 KPIS
Total Sales, TACOS, Profit

Identifiers

- Limited budget, but willing to increase with profitable growth
- Evan is a 3P seller
- Wears multiple hats, is the only person working on marketplace selling, may run ecommerce store
- Scrappy willing to learn new tools and new technology
- Reactive to his metrics CPC, ACoS
- Deals with many areas of marketplace selling, not just advertising
- Obsessed with high growth, efficiency, and optimization
- Doesn't take advantage of all advertising features on Amazon, confused (SP/SB/DS), focused generally on SP only
- He is often NOT the decision maker on software, CEO/CMO is
- Feels a sense of "ownership" in the businesses success



Emerging Evan

Pain Points

- Needs help with his advertising strategy, understanding ad types, and best practices
- Continually launching new products, but doesn't know the playbook to do it successfully
- Needs help identifying and executing marketplace/seasonal opportunities
- Overwhelmed and stressed, has very little time and knows marketplace selling is a big opportunity
- Has cash flow issues, inventory/supply chain bottlenecks, deals with inventory management themselves
- Resource allocation, doesn't know how to allocate his dollars to get the best outcomes

Goals

- Grow total sales while improving spend efficiency
- Grow brand awareness, become the next big brand
- Grow repeat customers, brand loyalty
- Get to high sales rank, #1 is goal
- Feel comfortable with his metrics efficiency
- Get someone else to do marketplace selling for him

Emerging Brand Examples



Software

- JungleScout
- Helium 10
- Merchant Words
- Excel (Pivot Tables)
- Mail Chimp
- Quickbooks

Learns from

- Conferences
- Webinars
- Podcasts
- Youtube
- Articles / Blogs
- Linkedin Posts
- Local meetups
- Seller groups (Facebook)
- Learns through their own experience
- Amazon rep



Enterprise Eleanor

Eleanor is the Director of Ecommerce at Enterprise X

 EMPLOYEES
101+

 ANNUAL TOTAL REVENUE
\$10M+

SELLS PRIMARILY ON
 **Amazon / Walmart / Brick & Mortar
/ DTC / Big Box Stores**

 PRODUCTS
25 - 10K+

 ANNUAL MARKETPLACE GMV
\$10M+

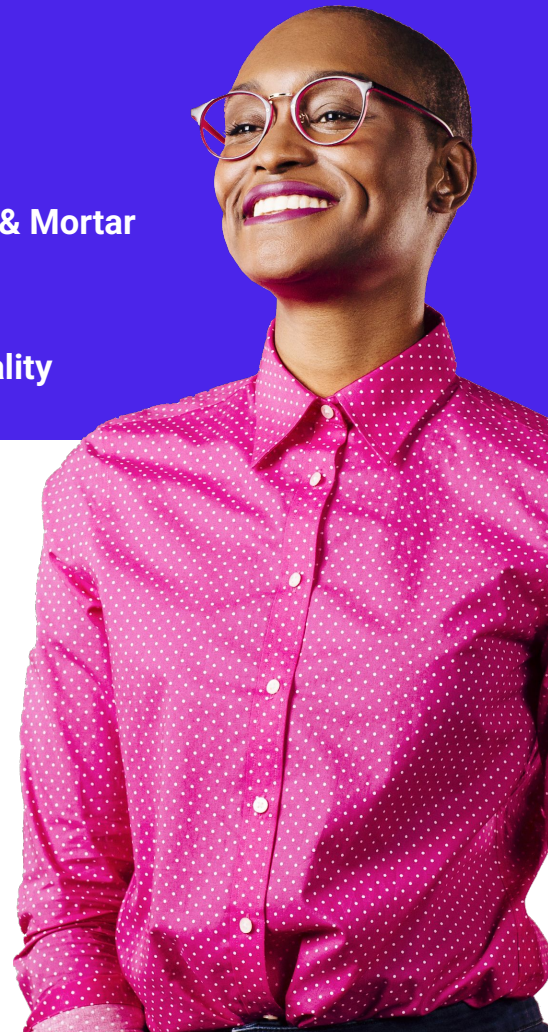
KPIS
 **ROAS, TACOS, Incrementality**

Identifiers

- Eleanor is probably a 3P seller, but could be 1P
- Usually a head or director of marketing / ad manager (reports to an owner, CEO, or VP)
- She is focused solely on ecommerce/marketplace selling/advertising
- Sells internationally
- Focused on efficiency metrics and total growth
- Wants audits and benchmarking, to understand her true performance
- Proactive in nature, high-level strategies
- Looking for a strategic partner rather than a product solution
- Measure themselves on year over year growth, rather than month over month
- Business is largely departmentalized
- Is looking to stay within a monthly/quarterly/yearly budget for advertising
- Eleanor is often the buyer/decision maker



teikametrics



Enterprise Eleanor

Pain Points

- Needs help with her full funnel advertising strategy, understanding ad types, and best practices
- Reporting limitations, not doing day-to-day work, needs to contextualize marketplaces into greater business
- Working within a fixed budget, doesn't know where to allocate funds and needs to prove marketplace selling value to higher ups,
- Isn't in control of inventory levels
- Defending herself from smaller more agile competitors, doesn't understand competitive landscape/opportunities
- Doesn't have a data-driven methodology to make smart decisions

Goals

- Total sales growth
- Lower ACOS or maintain ACOS while increasing sales
- Proving incrementality of ad spend
- Defending the sales ranks of their products
- Rank for specific keywords
- Maximize profitability

Enterprise Examples

BLACKSTONE

ROCKPORT

nutribullet.

SOLO
CUP

Clarks



Software

- Internal tools
- Stackline
- Salsify
- Hubspot
- CRMs
- Mailchimp
- Uses agencies instead of software

Learns from

- Dedicated Amazon Rep
- Conferences
- Webinars
- Podcasts
- Youtube
- Articles / Blogs
- Linkedin Posts
- Learns through their own experience

