

DEMOGRAPHICS

- **Age Range:** 35 - 60 years
- **Average Income:** \$37.45/hr - \$77,890/yr
- **Business Location:** Urban
- **Home Location:** Suburban
- **Own or Rent:** Own
- **Home Value:** \$150 - 200k >
- **Marital Status:** Married
- **Education:** GED High School Diploma, Associates, Bachelors
- **Common Hobbies:** Community Events, Local Clubs & Organizations

WORK HABITS

- Works 40 hour weeks.
- Not very involved online
- Lacking responsiveness
- Very busy maintaining work environment
- Maintaining and scheduling employees
- Ensures all operations are running smoothly
- "The glue that holds everything together"

PERSONAL ACCOMPLISHMENTS

- Leadership position
- Supporting a family (if applicable)

QUOTATIONS & INSPIRATION

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader." -- John Quincy Adams

"Leadership and learning are indispensable to each other." -- John F. Kennedy

"In every business, in every industry, management does matter." -- Michael Eisner

"Good management consists in showing average people how to do the work of superior people." -- John D. Rockefeller

FEMALE OFFICE MANAGER



PERSONALITY & MARKETING TOOLS

Flexible — A mix of marketing materials will be consumed by this person.

Organized — Progression of materials should be clear and linear.

Accessible — Webinars and lunch and learns would be great events to invite them to.

Communicator — Will be highly receptive - be it phone call, in person, or email.

Optimistic — Referrals, testimonials, and case studies will be helpful driving tools.

Creative / Problem Solver — Progressive blogs > CTAs > landing pages > deliverable will be a helpful process for this person to find the solution to their office's problems.

Confidence — Educate with white papers, eBooks, case studies, blogs, and more to help continue building their confidence in your company.

Anticipation — Have answers to questions with progressively linked blogs, articles, and helpful and informative service pages.

Composure — Being upfront and honest with communication will help to build this relationship.

TECHNOLOGY HABITS

- Desktop, Laptop, Smartphone.
- Will use tech support, unless an internal IT team is available.
- Lets internal "IT employee" handle online security
- Understands the importance of having an online presence
- Slow to innovate and progress

IT CONCERNS AND CHALLENGES

- Cost of needed upgrades to technology
- Security issues
- Time it takes to fix issues
- No plan for cybercrime prevention

CONDUCTING BUSINESS ONLINE

- Definitely researches products and services online
- Will most likely reach out to contact a representative from the vendor prior to making an online purchase.

BUYING HABITS

- Slow, thought-out process
- Lots of research and education needed prior to making decisions
- Will probably require the assistance of a customer service or sales representative.