



Louie the Firm Leader

Demographics

- 55-65 year-old male
- 30+ years of technical experience
- Mid-sized engineering firm

Psychographics

- Believes delivering excellent technical work product drives new business
- Relies on logic over emotion
- Thinks of marketing as admin

Media Preferences

- Some print/newspaper
- Cable news
- Reads email
- Facebook & LinkedIn
- (Light on other social media)
- Wants to find the best content
- Wonders about podcasts

Problems/Challenges

- How to differentiate his firm from competition?
- Things are good—how do we get all of this work done with our current team?
- How to scale/continue growth trajectory?
- Acquisition/sale/exit strategy?



Media Preferences

- Avid reader - books & magazines
- Facebook, Instagram, Twitter
- Blogs
- Email
- Subscribes to a handful of videos and podcasts
- Would like more curation & diversity of thought

Violet the VP of Marketing

Demographics

- 45-55 year-old female
- 20+ years of A/E/C marketing experience
- Mid-sized engineering firm

Psychographics

- Believes relationships and client experience will drive new business
- Leans on emotion, understands to role of logic
- Believes her marketing team is under-valued

Problems/Challenges

- How do we convince our team to only pursue the right kinds of projects?
- Her voice is not always heard.
- Leadership won't make necessary investments in marketing.
- Is there room in this firm for a marketing/bd-focused principal?



Bob the BD Manager

Demographics

- 32–45 year-old, male
- Been employed by multiple firms in the A/E/C industries
- Been in BD for an average of 11 years
- Has a Bachelors degree
- Works for a mid-sized engineering firm
- Median salary is \$78,875 (source: SMPS comp survey)

Psychographics

- Works to live
- Values independence and is self-sufficient
- Is resourceful
- Values freedom and responsibility in the workplace
- Dislikes micro-management
- Is comfortable with and uses technology for work

Problems/Challenges

- Often feels overwhelmed and overloaded
- May be disengaged
- Feels stressed by putting their kids through school, saving for retirement, and caring for aging parents
- Recognition is important to him
- Known as revenue generators and problem solvers; also goal-oriented and multi-taskers

Media Preferences

- Watches TV
- Reads newspapers
- Listens to the radio
- Uses email and responds to email marketing campaigns that are informational
- Follows brands on social media and most likely to spend on that brand
- Facebook is his favorite social media channel



Jennifer the Marketing Manager

Demographics

- 30–40 year-old, female
- Has worked an average of 11 years in the profession
- Her median salary is \$72,900
- Works at a mid-sized engineering firm

Psychographics

- Expects to be mobile, working for different employers, working from home or a café
- Often works outside of normal business hours
- Constantly looks for better opportunities
- Uses technology to solve work issues
- A born multi-tasker
- May create her own company or have side jobs to supplement salary and hobbies

Media Preferences

- Watches TV
- Uses the Internet regularly for work and self
- Print advertising is effective with this segment
- Prefers tools like text and email
- Grew up with Facetime so proficient with web conferencing
- Facebook, YouTube, Instagram, Twitter and LinkedIn are favorite social channels which she uses regularly for news and entertainment

Problems/Challenges

- Independent: may prefer working for herself rather than others
- Seeking work-life balance
- Growth, happiness, and balance are important to her
- Seeking acknowledgement/recognition in a credential-filled industry



Megan the Marketing Coordinator

Demographics

- 22–30 year-old, female
- This is her first or second job out of college
- Recently introduced to the A/E/C industries
- Mid-sized engineering firm

Psychographics

- Believes in making a difference; wants to be involved in causes, charity, social responsibility for the firm
- Values passion and drive over logic
- Creative—constantly coming up with ideas
- Looking for quick information and results
- Uses technology to solve work issues

Media Preferences

- Watches TV with Netflix and Hulu being top distributors
- Listens to a lot of music
- Prefers tools like slack, texting, and chat
- Use Google docs and Dropbox for document sharing
- Grew up on Facetime so proficient with web conferencing
- YouTube, Instagram, Snapchat, Pinterest, Twitter and LinkedIn are favorite social media channels
- Wants to find the best content

Problems/Challenges

- Wants to be noticed and recognized by co-workers and supervisor for doing a good job
- Wants to be valued by the firm and be heard
- Wants to work on projects outside of creating proposals
- Growth, happiness, and satisfaction are important to her