

CUSTOMER VALUE PROPOSITION

Workshop For Futurepreneurs

unboxed



MARS

PHILIPS



PETSMART



Fit
Tea

Bonduelle



TALLY WEIJL

Fielmann



NESCAFÉ



KAREN MILLEN

RIMMEL
LONDON



MÖLLER'S
GRÜNDLAGT 1854



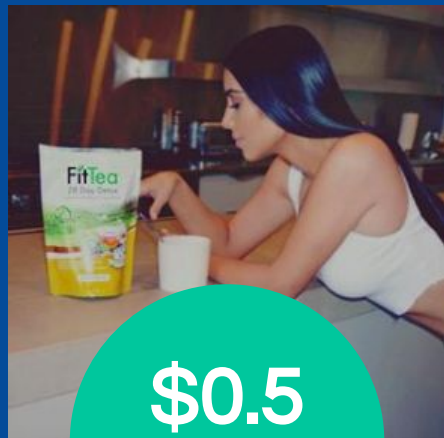
MAX FACTOR X



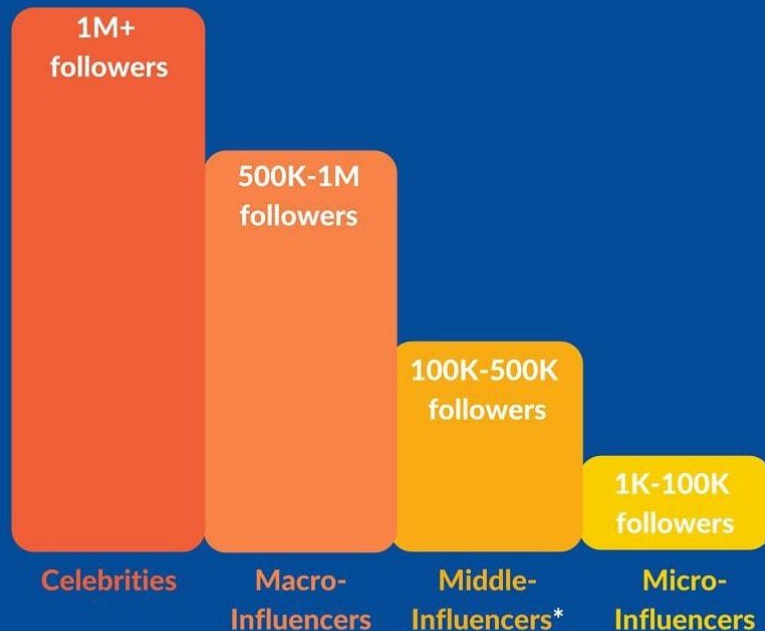


**Micro influencers are powerful
but time consuming to manage**

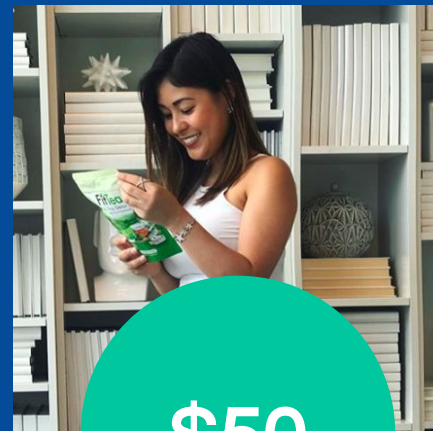
Types of influencers



\$0.5
mln.



*Middle-influencers are often grouped with micro-influencers but you may sometimes hear the distinction made in marketing circles.



\$50

1 celebrity Vs 10 micro influencers



Celebrities

Followers

1 Million+

Who follows

Fans

Engagement rate

Low (can be as low as ~0.x-%)

Trust

Low

Management

Easy



Micro-influencers

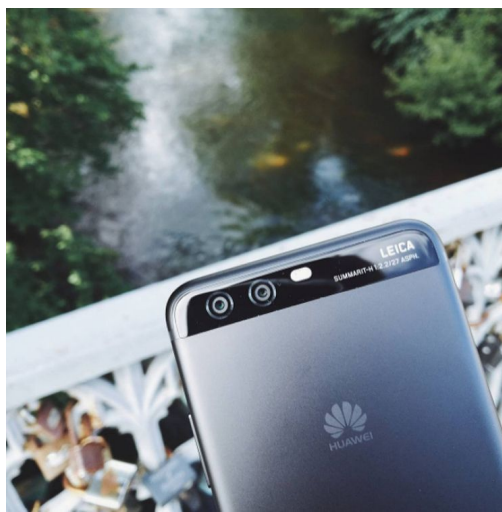
1-10K

Friends & people of same
interests

High (~5-20%)

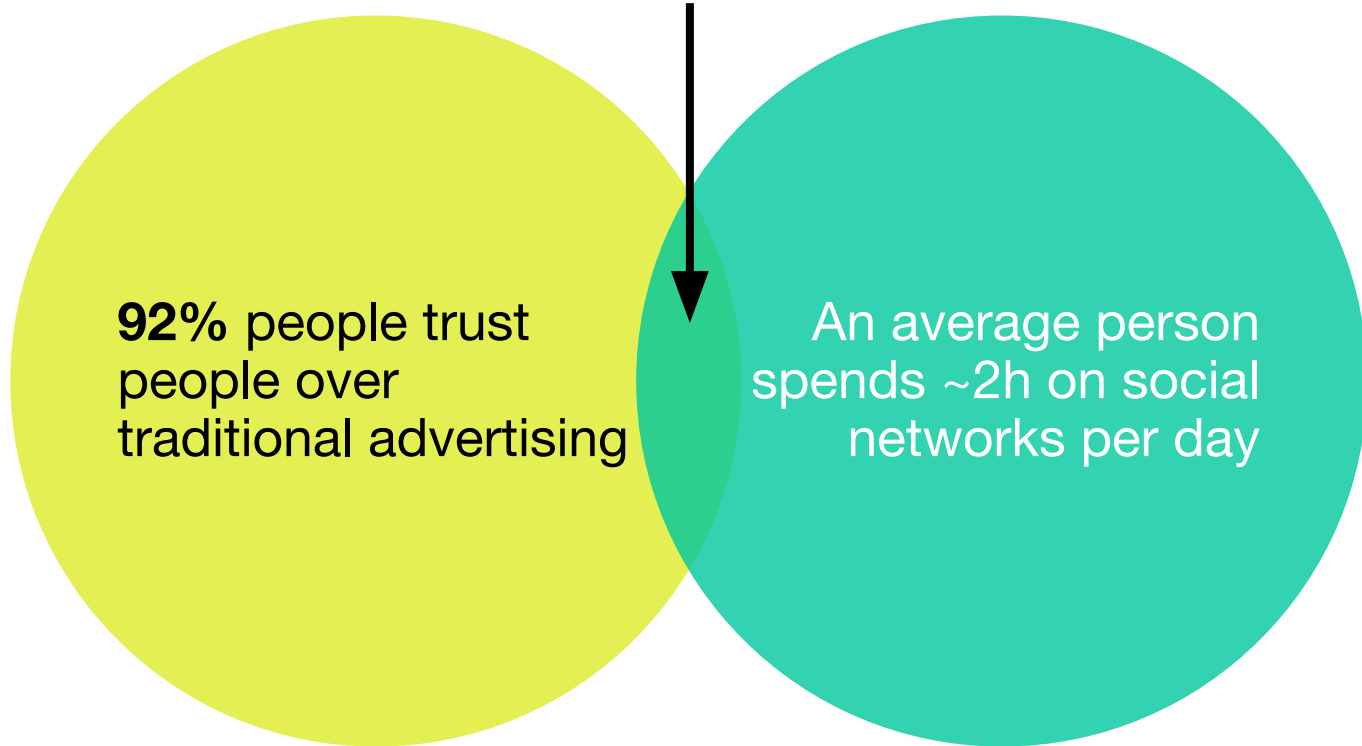
High

Time consuming



**Top
quality
content**

Decision for purchasing




What people
don't engage
with



What people
engage
with





**People can make
your social media:**

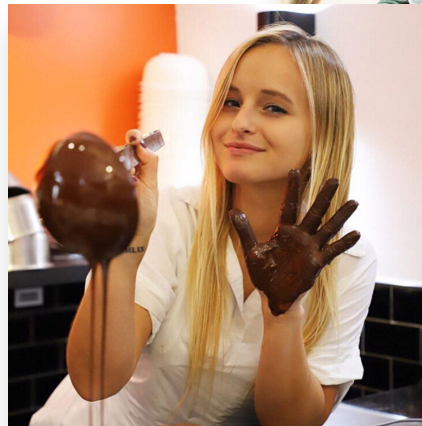
Authentic. Engaging. Local. Trusted.

How?



Content creation

- top content creators are **vett**ed based on their performance
- creators suggest several content **options** for each post

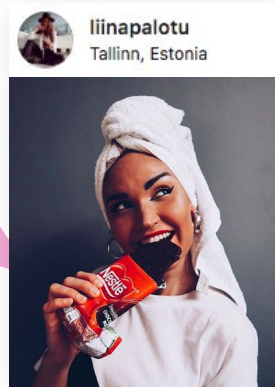
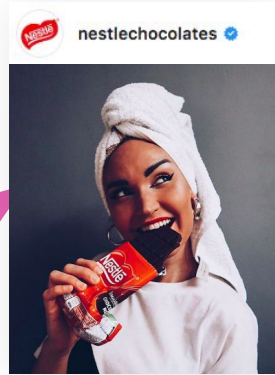


94%
approval rate



97%
approval rate

Content distribution

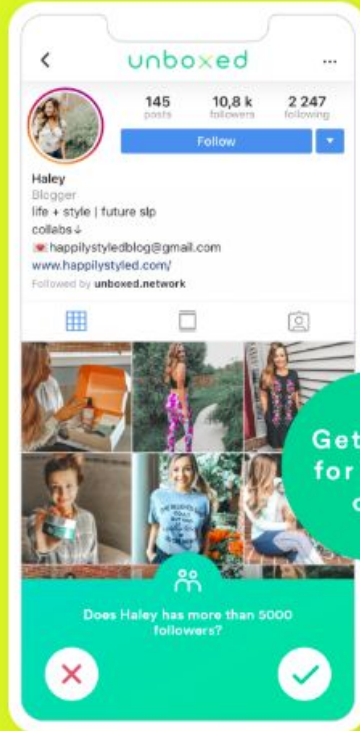


- the selected content is published on **your** Facebook and Instagram accounts
- it can be also published on creator's - **micro-influencer's** - account that reaches your target audience

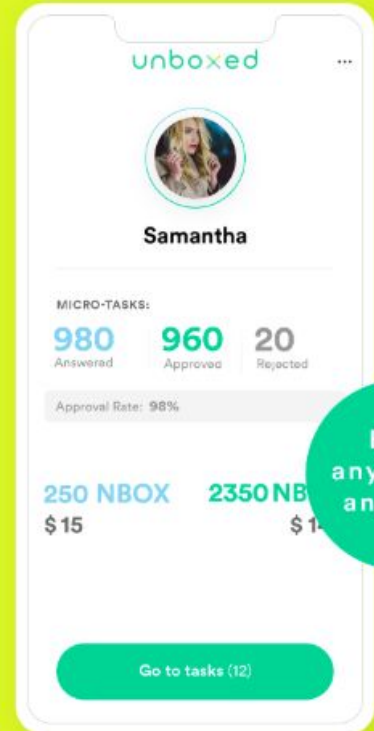
For talents



Choose
campaigns
you like

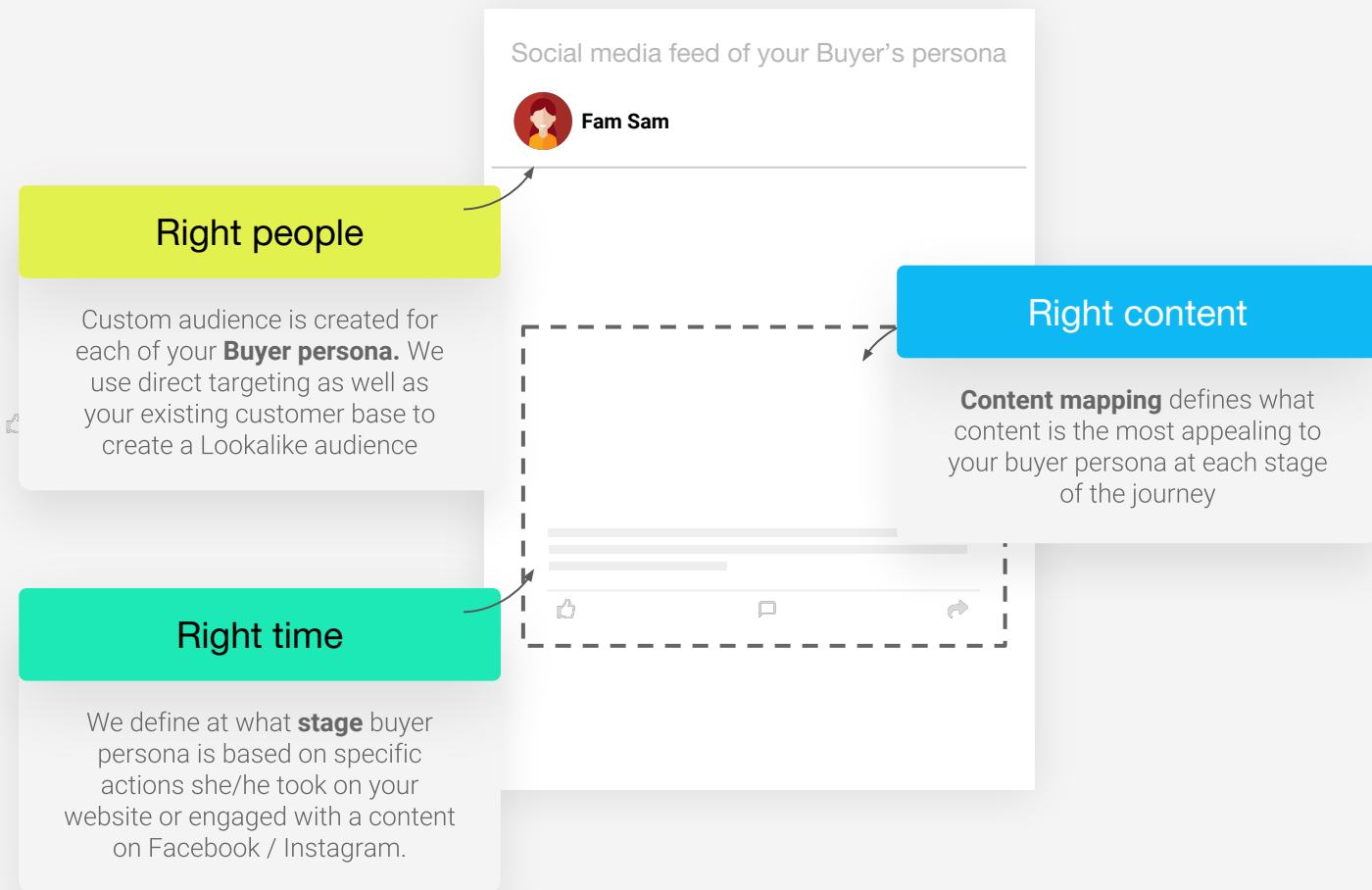


Get paid
for each
one



Earn
anywhere
anytime

How does it work?

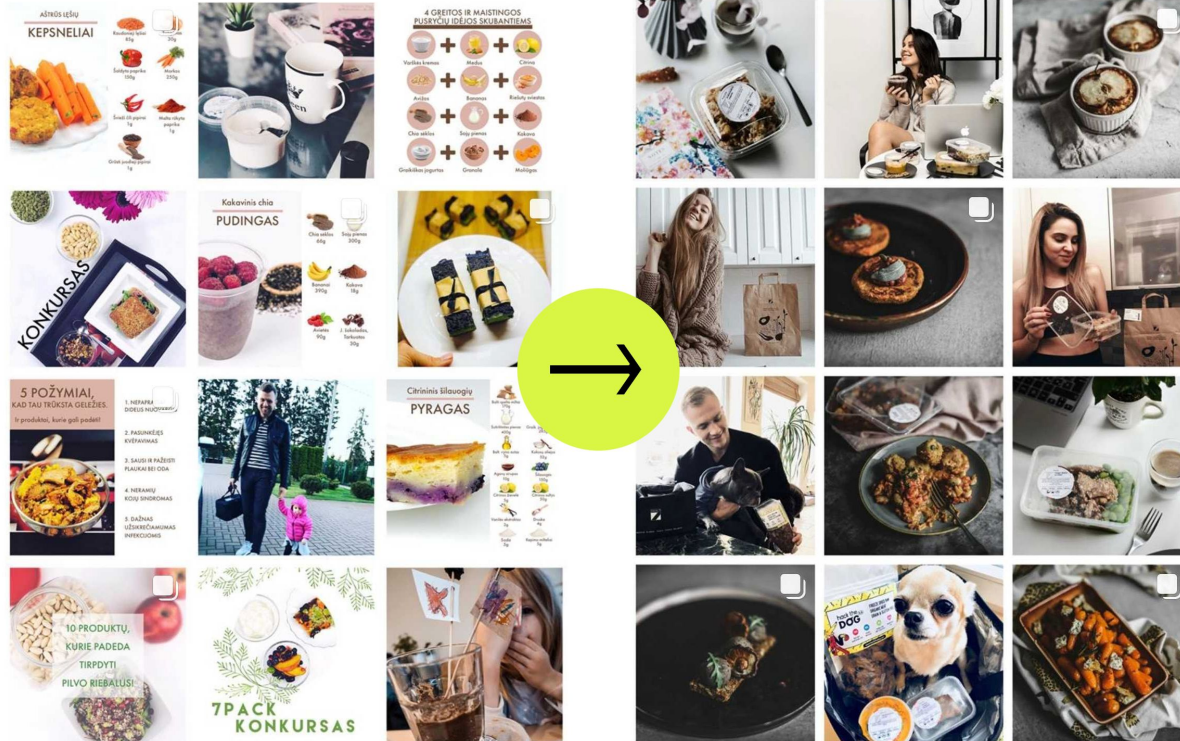


content before

created in-house

content after

created by Unboxed talents



Persona 1

Fam Sam



1
Unaware
Problems



2
Problem aware
Benefits and anxieties



3
Solution aware
Product and features



4
Most aware
Deals & price

24-40 years old, female, or male.
Lives in Kaunas and Vilnius, has college degree and monthly income of 1001-1500 eur

Values health, beauty and success, loves working out, eating healthy, sports, blogging yet spends a lot of time to tackle the busy lifestyle.

Fam Sam works full-time, thus her major goal is balancing work and healthy life.

Follows sports and fitness bloggers and fitness idols on Instagram and is motivated by the strive for better health&looks.

Usually makes a decision to buy based on friends recommendations.

You are a busy city person, seeking to balance your free time between work, friends and healthy lifestyle?

We care about how we look, feel about our energy levels and the future of our physical health.

Best practices of breaking bad food and lifestyle habits to achieve eye-opening results.

"I never have time" doesn't mean you can't eat healthy - 30 minutes "find a healthy snack" challenge for males and females: how fast and healthy one can eat after simply visiting a grocery store.

Importance of healthy food habits for looking and feeling well, maintaining high energy levels.
- Daily routine of a male or female building up great food and workout habits. (video or IG stories)

Losing weight doesn't mean starving - males and females sharing their experience in losing weight after simply transforming their eating habits.

It's possible to eat healthy without spending hours to prepare or find good food. - males and females share their experience being able to eat healthy surrounded by a busy environment.

Healthy Food Makers products crafted for perfect daily nutrition. From meals to snacks. - Products explained and enjoyed in details and benefits.

How does your perfect lunch look like?- *"If I had to choose my type of meal for lunch" - males and females showcase their choices.*

Share your favorite Food Makers meal or snack and lucky ones will receive a powerful nutritious 3 day daily-meal deal.

With every Food Makers meal bought in February we will reward you with a super-tasty Food Makers dessert, the amazing chocolate-peanut butter.

1

Unaware

Problems



Healthy food and fitness lovers talking about the importance of healthy habits

Education / tips for consuming food/ importance of healthy food and physical activity balance

2

Problem aware

Benefits and anxieties



Healthy food and fitness lovers reveal the experience effects of healthy food and fitness habits

Positive affects / motivation / increased energy levels

3

Solution aware

Products and benefits



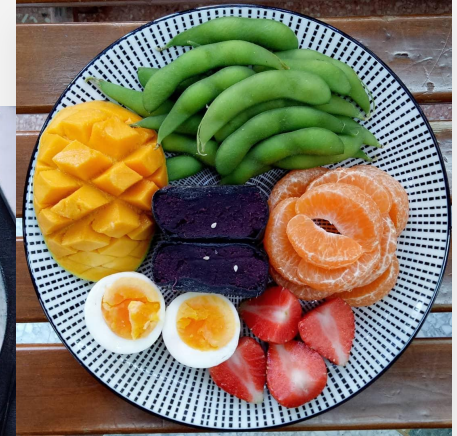
**Healthy lifestyle, busy and adventurous people
talking about Food Makers as a fast, safe and
healthy choice**

Unique taste / quality nutrition balance / body crafting

4

Most aware

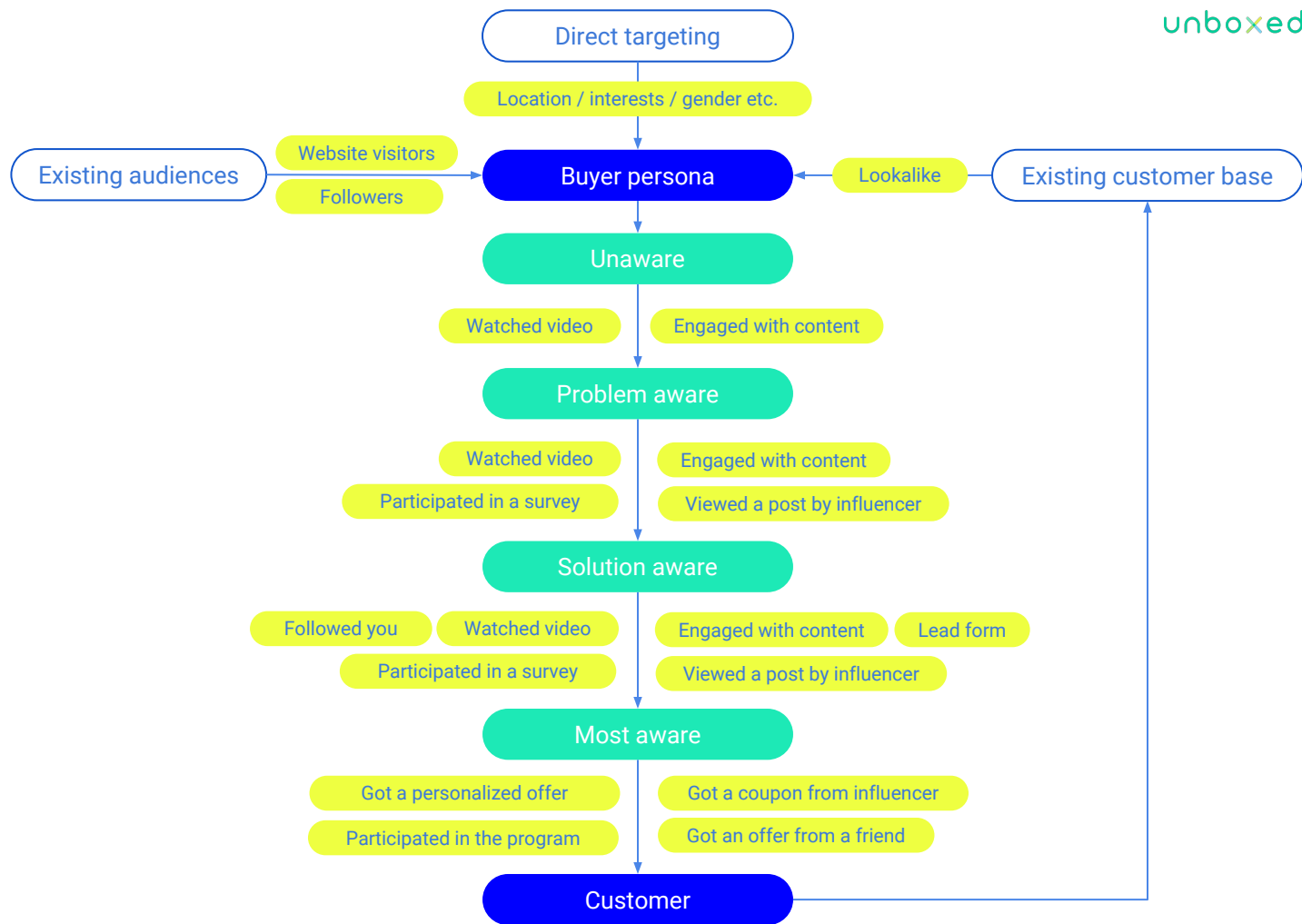
Deals & price



Money value exchange for high quality food

Discounts / referral program / challenge

Buyer journey



An aerial photograph of a large group of people gathered on a paved surface, possibly a beach or a large plaza. The people are scattered across the frame, with some standing in small groups and others walking. Long, dark shadows are cast across the pavement, indicating a low sun position. A teal rectangular graphic element is located in the upper right corner.

Buyer personas

A musician wearing a yellow t-shirt, blue jeans, and a brown fedora-style hat is seen from behind, standing on a stage and playing an acoustic guitar. He is facing a large, dense crowd of people at what appears to be an outdoor music festival. Many audience members are holding up their smartphones to take photos or videos. In the background, there are festival tents and structures under an overcast sky. A solid teal rectangular bar is located in the top right corner of the image.

What type of audience likes your “music”?



Who would influence you to buy x product?



How accurate are your buyer personas?

ಠ_ಠ(ツ)ಠ_ಠ

You assume. Then you test.

A dramatic landscape photograph featuring a dark, stormy sky with heavy, grey clouds. A bright, curved light streak, possibly a rainbow or a light beam from a storm, arches across the sky. Below the sky is a flat, open field with green grass and some yellow wildflowers. In the foreground, a fence line with wooden posts and wire runs across the field. In the distance, a small cluster of buildings or structures is visible on the horizon. The overall mood is ominous and powerful.

Assumptions play in the danger zone

A black and white photograph of a man with glasses and a white shirt, seen from the side, reaching out to touch a white expandable metal gate. The gate is partially open, revealing a restaurant interior with tables and chairs in the background. A solid teal horizontal bar is located in the top right corner of the image.

Gatekeepers!!!



Credibility/trust



Real value of your product/solution

A large, gnarled tree trunk is the central focus. A wooden sculpture of a hand is carved into the trunk, with the fingers wrapped around it. The hand is positioned as if it is holding or supporting the tree. The background shows a park-like setting with other trees, a paved path, and a bench. A white van is partially visible in the background. A small teal horizontal bar is located in the top right corner.

Product solves a problem or is nice to have?

Timing





(Mis)understanding your sales cycle



If you expect it to be easy and smooth...

What's next?

Real, recent examples (Unboxed)



Persona 1

Agency from Western Europe

English - 1st or 2nd language

Social/digital focus

Target positions:

Head of digital; head of social; account manager' C-level executive (wishes to save time and costs)

Persona 2

B2C startups & SMEs (W.E)

English - 1st or 2nd language

Recently funded / is profitable

Target positions:

C-level executives (CMO, CEO etc). Other digital marketing roles, startup advisors, startup accelerators.



Get the meetings. Walk that extra mile.



Host/co-host a meetup in the market



Get your feet in the market



Target the targets and be creative

Q&A





Let's practice

- Form groups (/startups)
- Define your business model
- Define your value proposition and risks
- Assume and craft your client personas
- Project the potential size of your market

A row of red British telephone booths is shown in a shallow depth-of-field. The foreground booth is in sharp focus, showing its arched top and the word 'TELEPHONE' in white capital letters. A small crown emblem is visible above the entrance. The background booths are blurred, creating a sense of perspective. The overall tone is slightly muted, with a soft, overcast sky visible through the bare trees in the background.

Got the guts to call a potential client today?

Business model

Your business



Direct sale



100 \$



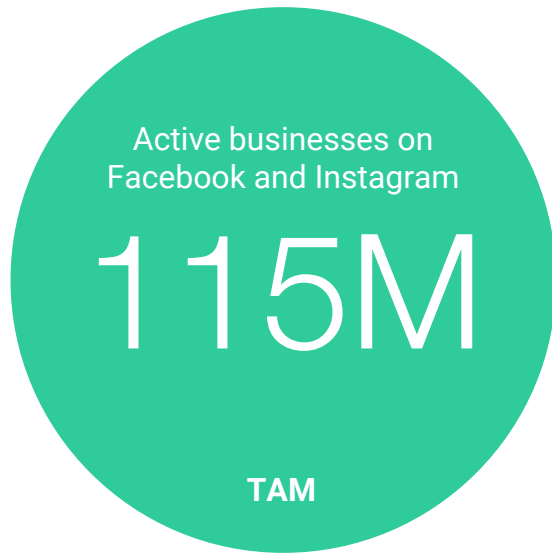
B2B / B2C

Persona 1

Persona 2

Persona 3

Market: 6 million businesses are investing in social media



Minimum annual spend per business

Content creation:
\$2.4K

Account management:
\$4.8K

Ads management
\$0.6K (10%)

Total: \$7.8K / year

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Let's work



A person with curly hair and glasses is seen from the side, holding a smartphone in a dimly lit room. The background is dark with some blurred lights. A solid teal horizontal bar is located in the top right corner of the image.

Present your results. Q&A

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