

CLIENT BREAKDOWN - Social media management

Situation

J. runs a social media management business targeting start-ups and small SMEs. Primary enquiry source: [REDACTED]. J. [REDACTED] [REDACTED] matched to a package based on stated needs. Pricing is visible [REDACTED]

The stated problem: [REDACTED]
[REDACTED]

What the conversation revealed

The drop-off is [REDACTED]
[REDACTED]

J. already has [REDACTED]
[REDACTED]
[REDACTED]

The result: by the time [REDACTED]
[REDACTED]
[REDACTED]

Hypotheses

These are working hypotheses based on the conversation and common patterns in similar businesses. They should be tested against what J. actually sees in her client data.

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Where the breakpoint is

The conversation is reaching [Redacted]

What to look at next

[Redacted]

[Redacted]

Repair points

Move [Redacted]

Introduce [Redacted]

Map



Business type and situation are real. This breakdown is based on a single conversation and publicly available information about the business. Hypotheses should be tested against actual client data before acting on them.