Customer acquisition template

Factors of customer acquisition

Features
What distinguish our product(s) or service(s)? What are covetable features that make us stand out?

Assurance
What is our brand image and how do current and potential customers perceive us?

Benefits
What are the exact benefits that our products/services deliver to customers?

Pricing
How is our pricing strategy determined? And is it within a practical range of affordability for target customers?

Relationship
How is our CRM? And do we have partnerships with other companies that can help us?

Presentation
For physical products, how are they packaged? For digital products, how is the user interface?

Experiences
What is the customer journey like throughout the purchase journey and what about post-sale follow-ups?

Customer target audience

- Brand loyalty : strong attachment
- Benefit sought : quality and durability
- User Status : long-time proficient user
- Usage rate : at-least once a week

Behavioral

Demographic

- Gender : 55% male, 45% female
- Nationality : Americans
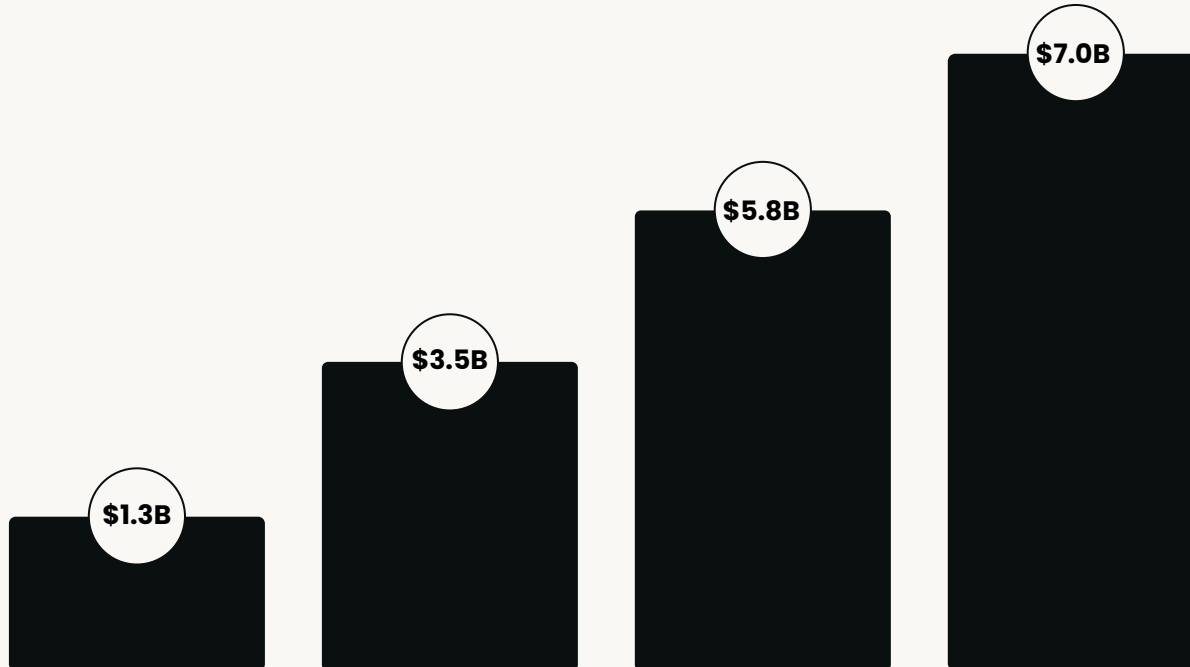- Ethnicity : Non-specific
- Occupation : Non-specific

- Region : Suburban and rural
- Culture : Non-specific
- Population : Suburban and rural
- Climate : Non-specific

Geographic

Psychographic

- Lifestyle : Busy with many domestic errands
- Personality : Practical
- Values : Stability and trustworthiness
- Interest : Non-specific

Market size

$7.0B

$5.8B

$3.5B

$1.3B

$7.0B **Total addressable market**

The entire potential market independently regardless if we have the ability to reach and serve it.

$5.8B **Serviceable obtainable market**

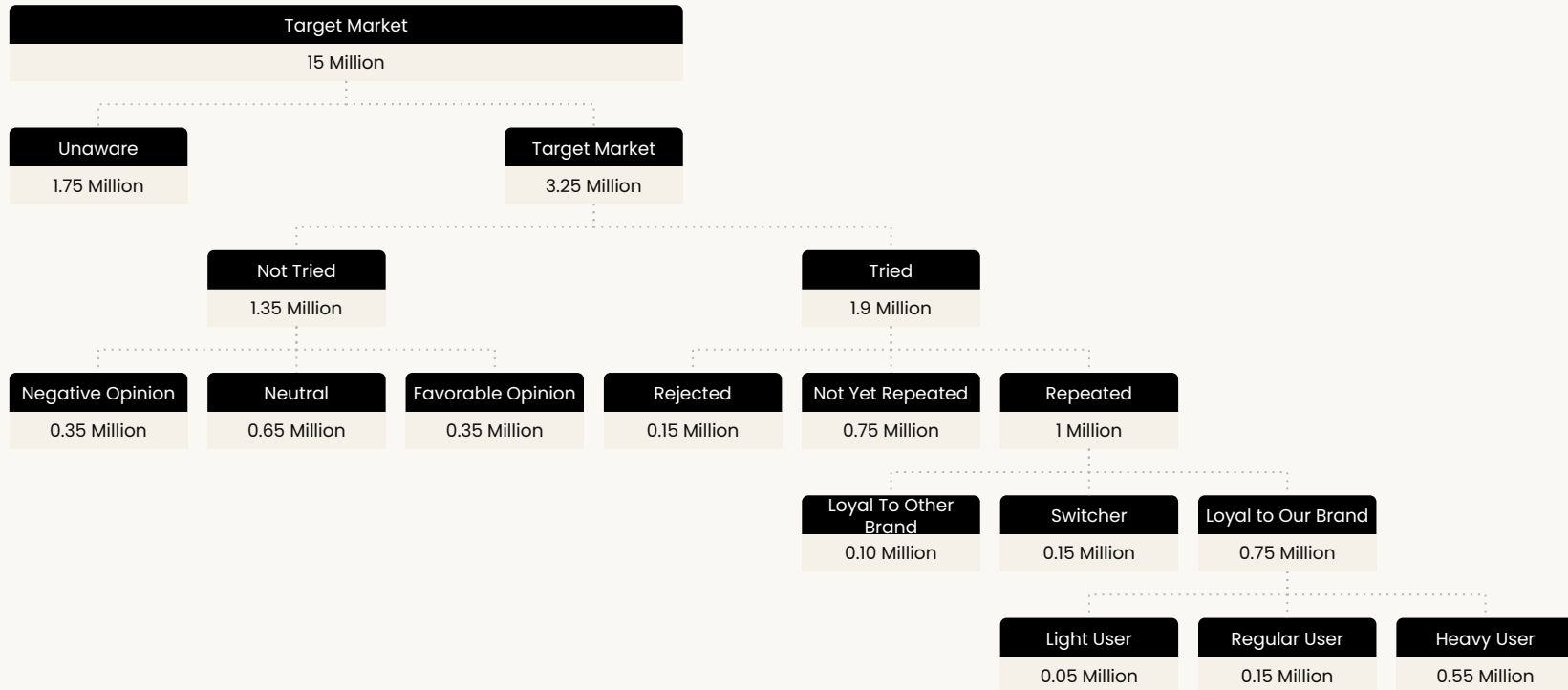The part of the TAM that we can actually serve and potentially reach with appropriate marketing

$3.5B **Serviceable available market**

Portion of the market that we can capture after considering other players/competitors in the space

$1.3B **Potential leads**

Number of leads our sales and customer acquisition team aims to acquire and reach out to

Customer segmentation

Target Market
15 Million

Unaware		Target Market
1.75 Million		3.25 Million

Not Tried		Tried
1.35 Million		1.9 Million

Negative Opinion	Neutral	Favorable Opinion	Rejected	Not Yet Repeated	Repeated
0.35 Million	0.65 Million	0.35 Million	0.15 Million	0.75 Million	1 Million

Loyal To Other Brand	Switcher	Loyal to Our Brand
0.10 Million	0.15 Million	0.75 Million

Light User	Regular User	Heavy User
0.05 Million	0.15 Million	0.55 Million

Customer segmentation by region

$68M

$60M

$60M

$56M

90% **North America**
Expected to grow at
rate 17.1% from 2021

60% **Africa**
Projected to rise to
$2.1 trillion by 2025

75% **Europe**
It keep pace with
global trend

50% **Asia**
poll 7,1568 consumers
across 12 markets
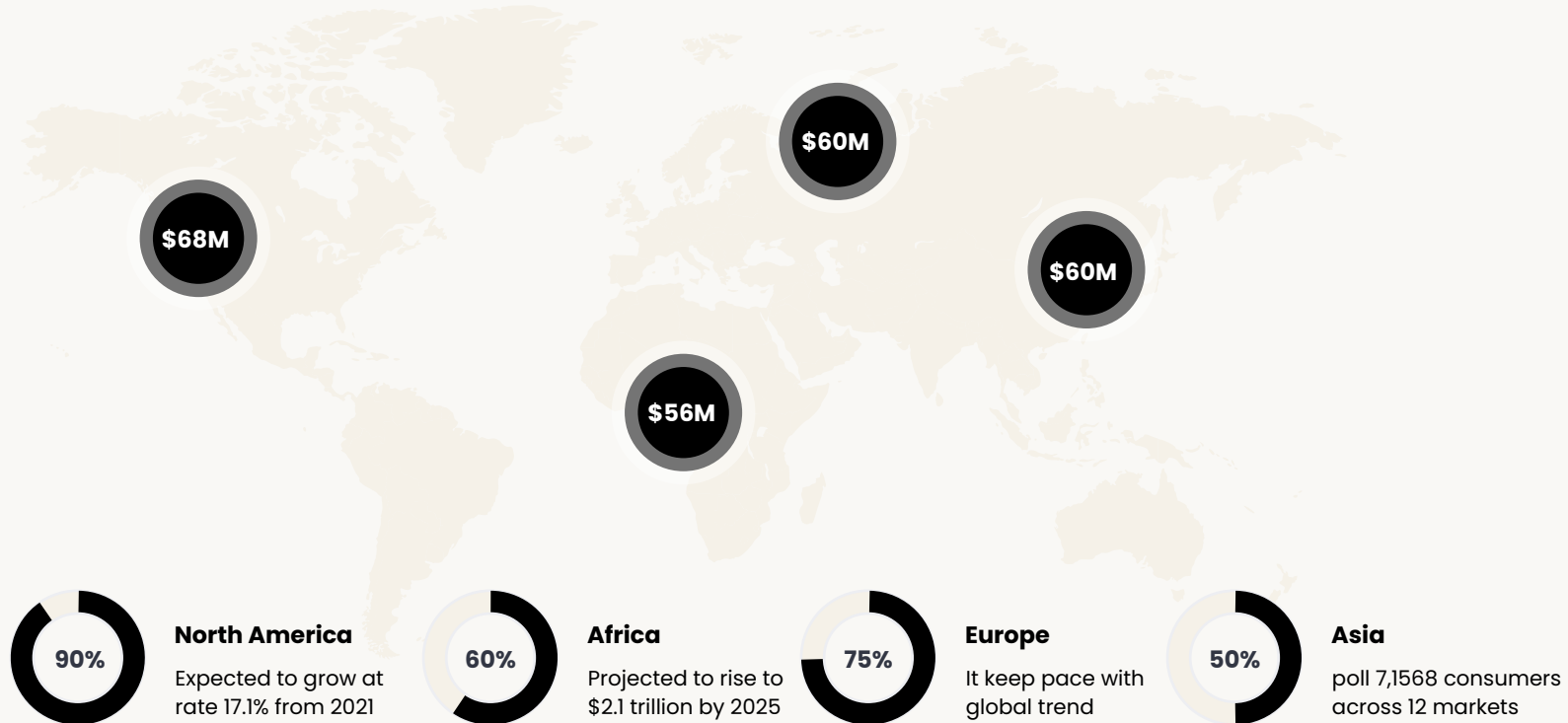
Target prospects dashboard

Target age group

46-55

30-45

50% 50%

Device usage

Mobile **90%**

Tablets **70%**

Laptop **80%**

Desktop **50%**
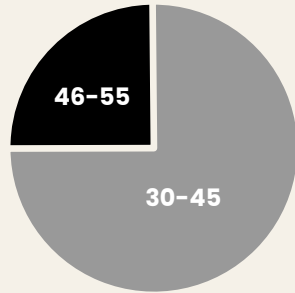
$60K

Minimum Income

60%

Married Couples

90%

White-collar workers
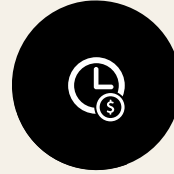
Customer needs analysis

Who are they

As an overview, who would be the most ideal, typical customer profile for us?

What they do

What do they do professionally and on their own free time?

When they buy

Under what circumstances do they start to consider a purchase?

How they buy

Are purchases made on a whim? In the store? As add-ons? On website?

What they expect

What level of pre and post sale support and customer service is expected?

Customer acquisition framework

	Sales funnel	**Customer lifecycle**
Marketing team	Leads (inbound/outbound)	Visitor
	Marketing qualified lead (MQL)	Prospect
Sales team	Sales qualified lead (SQL)	Activated user
	Opportunity	
	Proof of concept (POP)	
Customer success team	Closed	Customer
	Onboarding	Activated customer
	Renew / upsell	Loyal customer
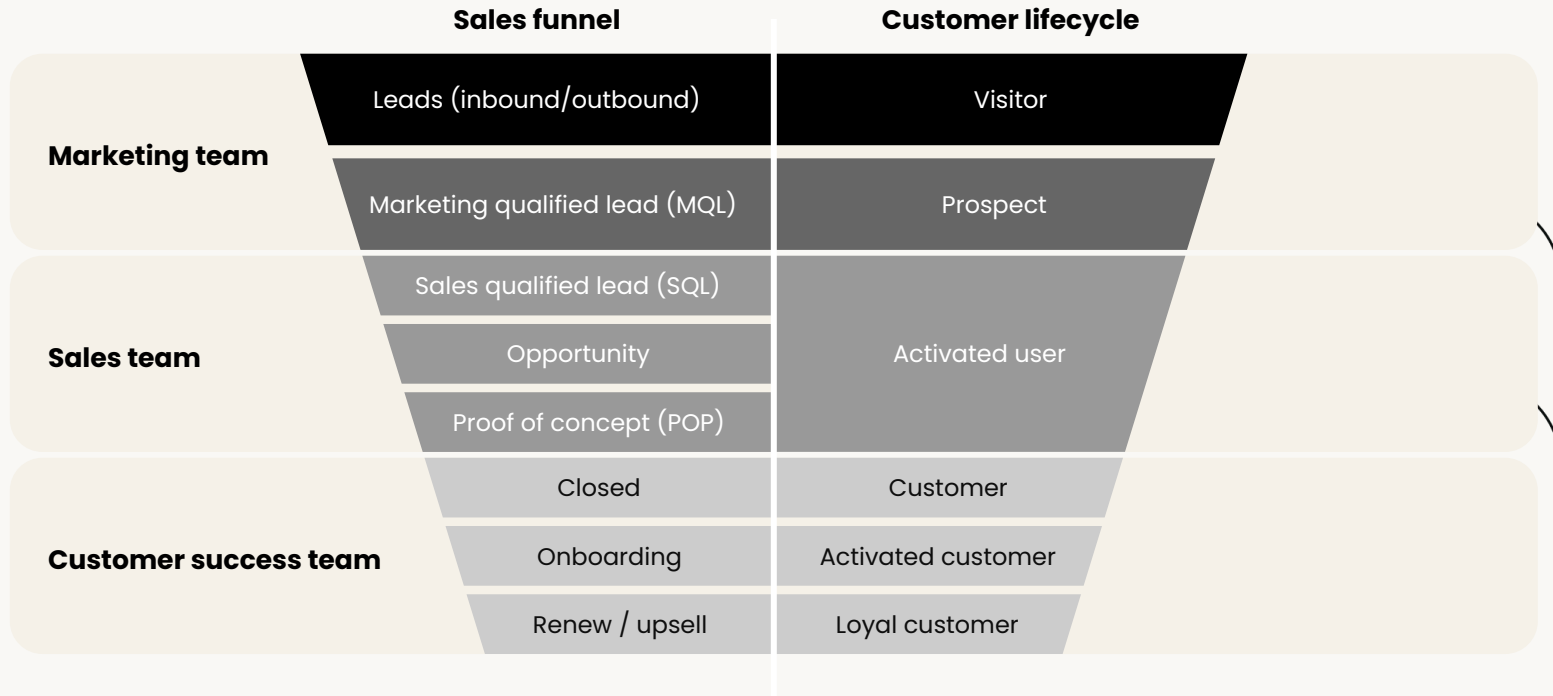
Customer acquisition process

- SEO
- Analytics
- Market Research
- Blog Posts
- Social Networks
- Social News

Clients visit web-presence

Customer relationship manager

Social Media
- No Response
- Positive Response

Call Center
- No Response → Try to call again
- Positive Response → Follow up process

Email Campaign
- No Response → Send email again
- Positive Response → Follow up process

Events/ Pop-ups
- No Response
- Positive Response
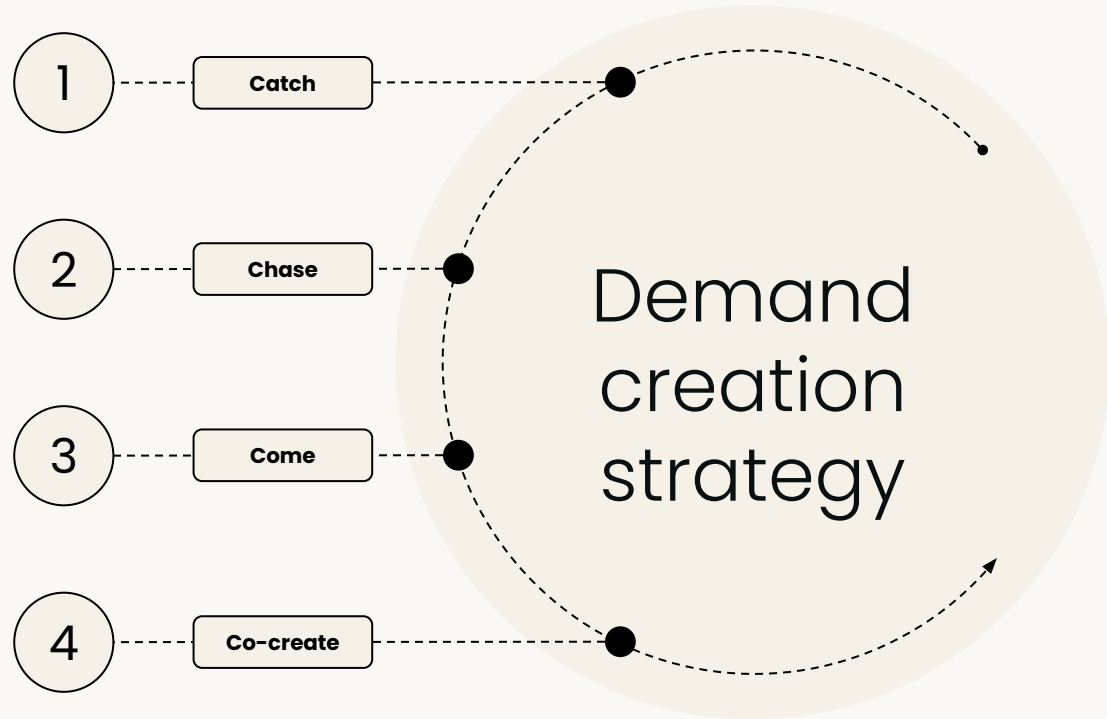
3000 new customer acquired

- Website tracking
- Perverse look up & digital assets
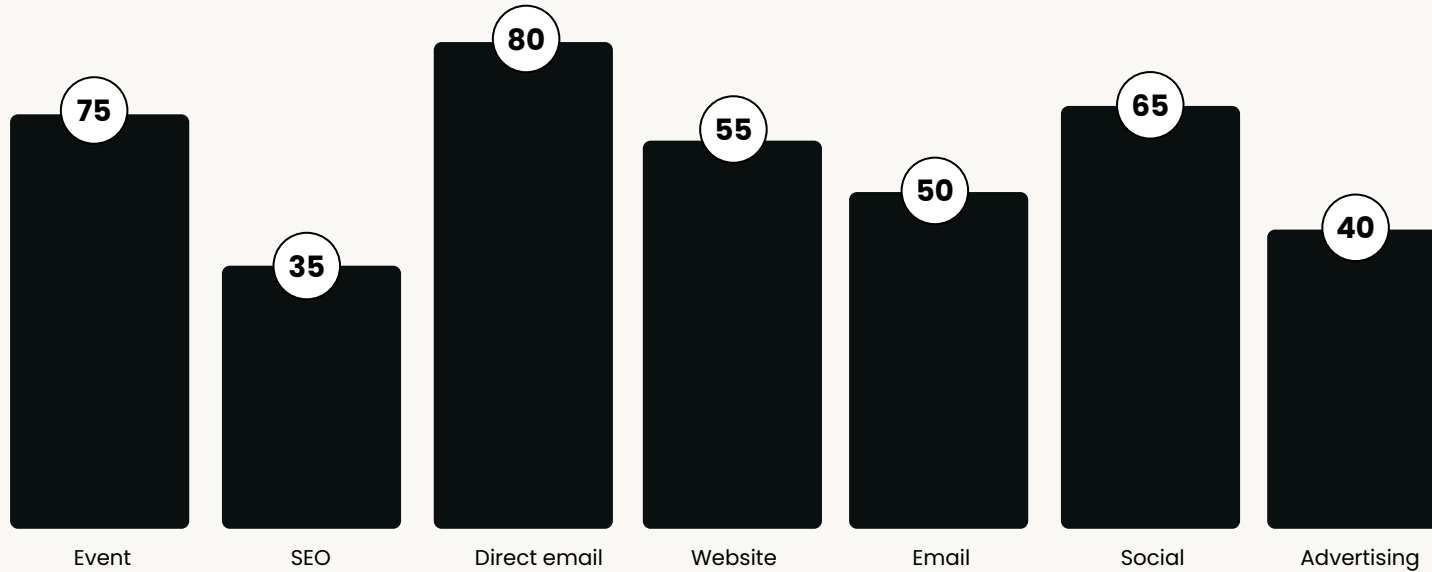- Interactive email
- Account intelligence

- Database development
- Digital assets
- Social media & sales calls
- Appointment setting

- Social media content
- Endorsements
- Credentials and credibility

- Partner marketing
- Influencers
- Analysts, peers and authors
- Academia & thought leaders

1 — **Catch**

2 — **Chase**

3 — **Come**

4 — **Co-create**

Demand creation strategy

New customer source

Event	SEO	Direct email	Website	Email	Social	Advertising
75	35	80	55	50	65	40

Customer acquisition lifecycle

People		Rate
	Visitors	
	Conversion	
9,500		Conversion
	Prospect	
	1st Value Unit Delivered	
8,500		Activation
	Activated User	
	Paid	
7,500		Close
	Customer	
	Daily Monthly User	
6,500		DAU
	Active Customer	
	Renew / Upsell	
5,500		Renewal
	Loyal Customer	
	Net Promoter Score	
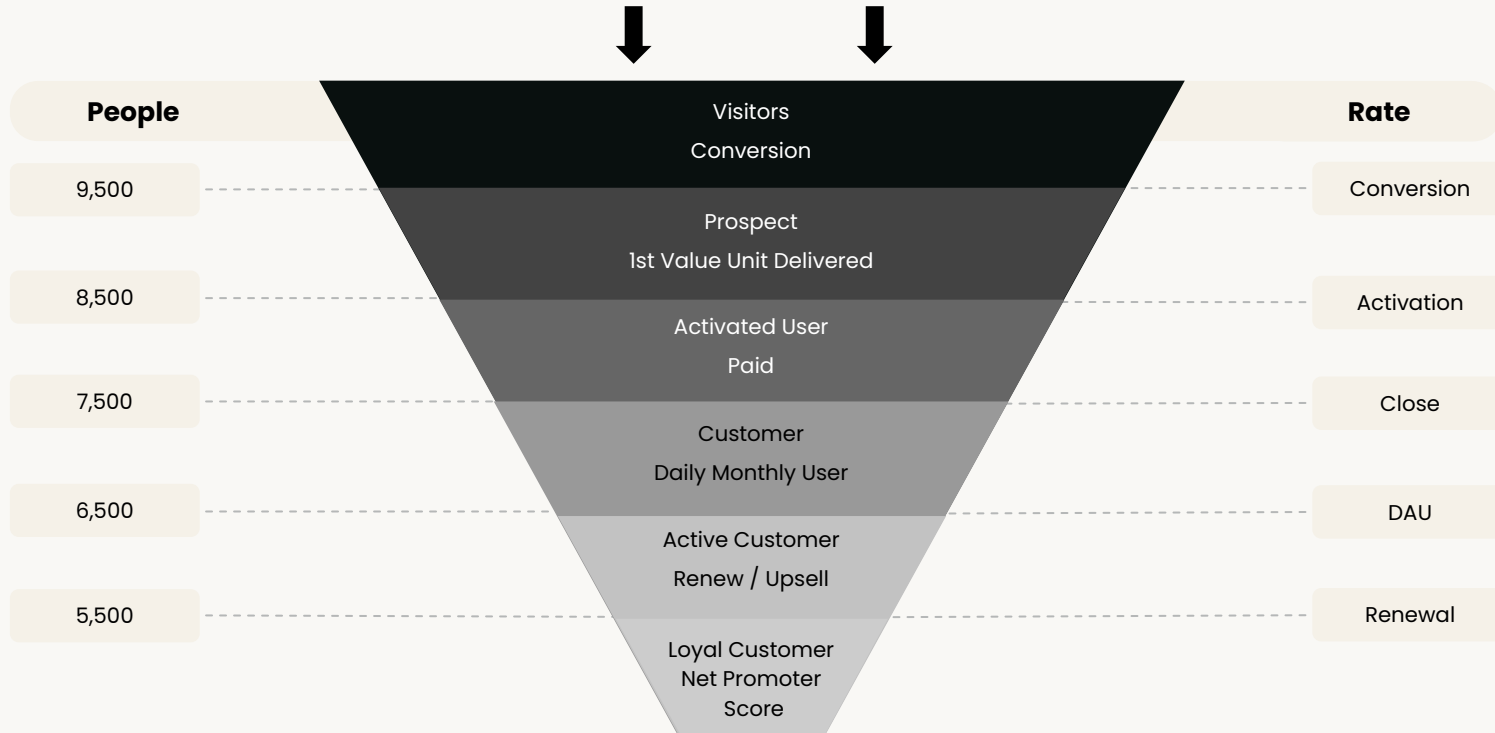
Lead generation strategy

Conversion strategy	Analysis strategy	Promotional strategy	Content strategy	SEO strategy
Nurture leads	Page visit	Manage emails	Keywords	Landing page
Segment list	Source	Publish social	On-Page SEO	Web pages
Leads	Competition	Social media	Off-Page SEO	Blog posts
Prospects	Reach			Call to action
	Blog analysis			

AIDA sales funnel

AWARENESS/ATTENTION

Social media ads: demographics/interest targeting

Display ads: topic/interest

INTEREST

Remarketing, paid search, SEO

DESIRE

Email marketing, remarketing, paid search/SEO

ACTION

Marketing automation, email marketing

Lead nurturing lifecycle

Get customers →

← **Grow customers**

Outreach programs

Product updates

Social media

Media channel

Articles

Acquire

Activate

Keep Customers

Up–Sell

Next– Sell

Cross–Sell

Renewal

Blog, RSS emails

Contests, events

Loyalty programs

Viral loop
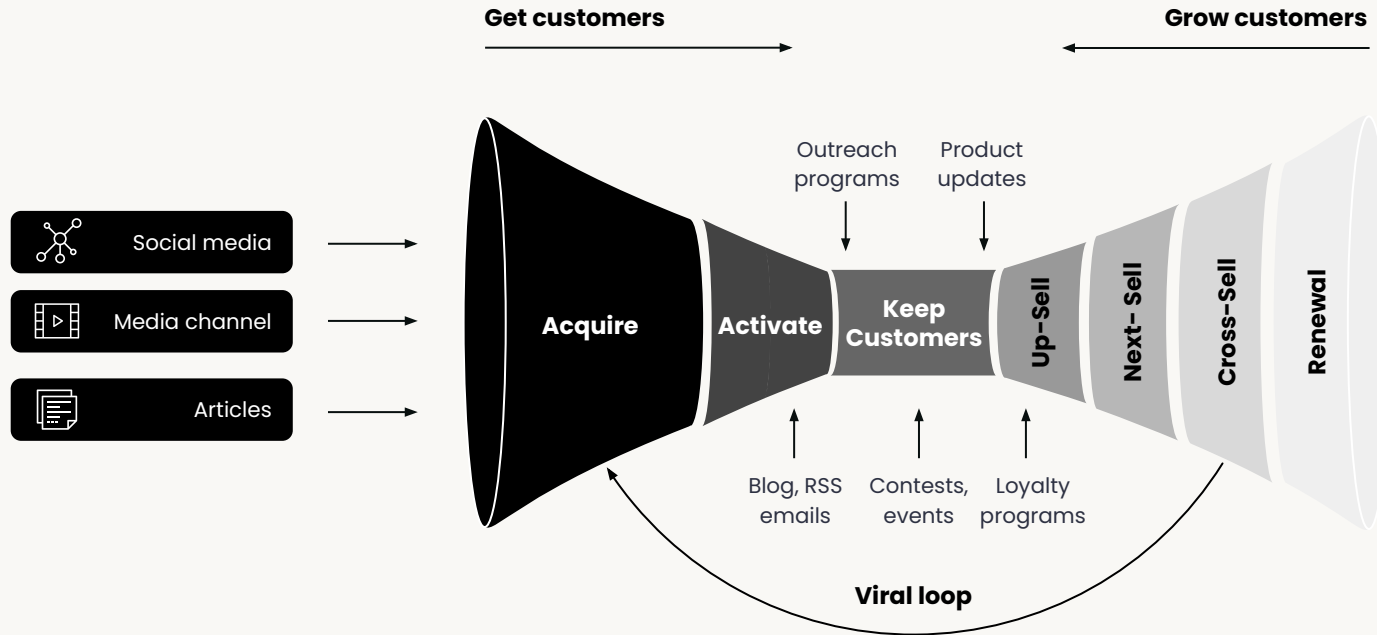
Lead scoring

Prospects	Returning visitor	Time on site > 5 min	Country is USA	Score
Age: 18-30 **Male**	Yes	Yes	No	75%
Age: 31-45 **Male**	Yes	No	Yes	90%
Age: 18-30 **Female**	Yes	No	Yes	55%

Customer acquisition cost

Input variable	
Total web visitors	10,000
SEM cost per click	$0.50
Conversion to trail %	5%
Trail conversion %	10%
No of sales & marketing staff	3
Cost per employee per month	$16,500

Flow	Qty	Conversion %
Total paid web visitors	10,000	–
Trails	500	5%
Customers	50	10%
SEM marketing spend	$5,000	–
Total headcount costs	$49,500	–

Cost of customer acquisition	
Without headcount costs	$10,000
With headcount costs	$1,090.00

Customer acquisition cost

For a direct salesforce	Sales
Team composition	1
On target earnings	$230,00
Salary cost	$230,00
Salary + overhead	$310,00
Total team cost	$560,00
Average Team failure rate	25%
Adjusted team cost	$747,00
No. Of marketing people	0.5
Average cost per person	$200,00
Marketing program spend	$150,00
Total marketing costs	$350,00
Total sales & marketing spend	$1,097,000
No. Of deal per team per year	10
Cost of customer acquisition	$109,700