

# LaunchPad Lab

# Messaging Framework

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# Guiding Motivations

We focus on driving **positive outcomes** in all the work we do.

We strive to be **a partner** with our clients, not a vendor.

We endeavor to cultivate a culture of **growth, collaboration, and creativity.**

We work hard to maintain **healthy projects.**

# Guiding Philosophies

## Get the Why

Empathetic relationships lead to better understanding of the problem and full application of the team's abilities to solve it.

## Put Users First

Do the research and really get to know the people who will be using the solution rather than making assumptions.

## Get Real Fast

Don't just spend time talking about how to solve the problem, get immersed quickly and thoroughly.

## Pass the Baton

Prioritize ecosystem over silos, understand and convey what comes next in a thoughtful handover.

# Guiding Philosophies

## Match Product to Constraints

Keep an eye on the prize and beware of feature creep, prioritize what's necessity vs. nice to have.

## Jump into the Tumbler

Honest evaluation of the work leads to better product. Refine solutions through cycles of critical feedback.

## Plug into the Mega Brain

Leverage team experience, learn from past roadblocks and successes.

# Key Differentiators

## **Client-Centric Approach**

LaunchPad Lab emphasizes understanding the unique problems and goals of each client, ensuring the solutions provided address their specific needs and contribute to their success.

## **Focus on Business Results**

LaunchPad Lab doesn't just build software; we ensure the digital products we develop deliver tangible business results for our clients.

## **Rapid Prototyping and Feedback Loop**

We prioritize getting real feedback quickly to iterate and improve products, enabling faster adaptation to market needs.

## **Highly Cross-Functional Teams**

Our teams comprise members with varied backgrounds and experiences, facilitating comprehensive problem-solving and tight collaboration with clients.

# Key Differentiators

## Commitment to Success

LaunchPad Lab operates under the principle of "Own the Outcome," demonstrating a dedication to the success of our clients' projects beyond just delivering the software.

## Continuous Learning and Improvement

The company culture encourages continuous learning and improvement, ensuring that team members stay up-to-date with the latest technologies and methodologies to deliver better results.

## Long-term Client Relationships

LaunchPad Lab values building trust and maintaining long-term relationships with clients, which is reflected in our approach of building direct relationships and acting as true partners rather than just vendors.

# Brand Voice

PARTNER

POSITIVE

CREATIVE

COLLABORATIVE

KNOWLEDGEABLE

EMPATHETIC

REALISTIC

HONEST

Our brand voice is warm, friendly, and approachable, reflecting a genuine desire to connect and collaborate. It conveys positivity and optimism, emphasizing our creative and thoughtful approach to solving problems. It conveys a sense of knowledge and expertise, reassuring clients and prospective clients they are working with a team who understands their needs and will provide valuable insights and solutions. The tone is empathetic and understanding, acknowledging challenges and concerns while remaining realistic and honest about what can be achieved. Overall, the brand voice is supportive, encouraging, and trustworthy, embodying the qualities of a reliable and empathetic partner.

WE ARE

# Your Strategic Development Partner

LaunchPad Lab is a technology consulting firm that builds high-impact digital products that drive business results. We seek out collaborative partnerships and strive to truly understand your specific challenges and opportunities. Our unique approach allows us to design, develop, and deliver custom solutions that are deeply aligned with your strategic goals.

# Personas

Step 1: Key Audience Breakdowns Marketing 2024  
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# Key Audiences

Internal Stakeholders

External Stakeholders

Salesforce  
Decision  
Makers

Business / IT  
Decision  
Makers

Non-Tech  
Channel

Technology  
Channel Partners

Business owner  
Technology owner  
Product owner

Business owner  
Technology owner  
Product owner  
Digital owner

Private Equity  
Agencies  
Management & tech consulting  
Independent consultants

Salesforce  
Contentful  
Wordpress  
Stripe

Regional vs. National

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# Salesforce Decision Maker: Business Owner

Goals and Challenges	Pain Points	Values and Preferences
<ul style="list-style-type: none"><li>• Maximizing Salesforce ROI</li><li>• Improving sales and operations performance</li><li>• Enhancing customer experience</li><li>• Driving business growth and profitability</li><li>• Maximizing human resources</li><li>• Controlling expenses</li></ul>	<ul style="list-style-type: none"><li>• Underutilized features in Salesforce</li><li>• Complexity and customization</li><li>• Data quality and integration</li><li>• User adoption</li><li>• Lack of employee expertise</li></ul>	<ul style="list-style-type: none"><li>• Expertise in Salesforce development</li><li>• Collaborative relationships with providers who understand their unique needs</li><li>• Innovative solutions and approaches that drive value creation and competitive advantage</li><li>• Results-oriented approach with measurable outcomes</li></ul>

# Salesforce Decision Maker: Technology Owner

Goals and Challenges	Pain Points	Values and Preferences
<ul style="list-style-type: none"><li>• Technology innovation</li><li>• Digital transformation</li><li>• Optimizing IT infrastructure</li><li>• Maximizing Salesforce's potential</li><li>• Data-driven decision making</li><li>• Maximizing human resources</li></ul>	<ul style="list-style-type: none"><li>• Complexity of integrating Salesforce with existing systems and third party solutions</li><li>• Scalability and performance</li><li>• Security and compliance</li><li>• Resource constraints (human and financial)</li></ul>	<ul style="list-style-type: none"><li>• Innovation and cutting-edge technology</li><li>• Reliability and scalability of solutions</li><li>• Strategic partners who understand their unique challenges</li><li>• Continuous learning and development</li></ul>

# Salesforce Decision Maker: Product Owner

Goals and Challenges	Pain Points	Values and Preferences
<ul style="list-style-type: none"><li>• Customized Salesforce application development</li><li>• Innovation and differentiation</li><li>• Customer success</li><li>• Technical excellence</li></ul>	<ul style="list-style-type: none"><li>• Platform complexity</li><li>• Resource constraints</li><li>• Competitive pressures</li></ul>	<ul style="list-style-type: none"><li>• Innovation in and vision for cutting-edge technology</li><li>• Customer centricity</li><li>• Reliability and scalability of solutions</li><li>• Strategic, collaborative partners who understand their unique challenges</li></ul>

# Business Decision Maker: Business Owner

Goals and Challenges	Pain Points	Values and Preferences
<ul style="list-style-type: none"><li>• Drive sustainable business growth</li><li>• Enhance operational efficiency</li><li>• Improve the customer experience</li><li>• Stay competitive in the market, reach or retain market dominance</li><li>• Maximizing human resources</li></ul>	<ul style="list-style-type: none"><li>• Legacy systems and outdated technology</li><li>• Integration and compatibility with existing systems</li><li>• Resource allocation and budget constraints</li><li>• Vendor selection and risk mitigation</li><li>• Existing talent not equipped to handle digital transformation</li></ul>	<ul style="list-style-type: none"><li>• Strategic vision and leadership</li><li>• Operational excellence</li><li>• ROI and business value</li><li>• Risk management and compliance</li><li>• Results-oriented engagements with best-in-class vendors who can “take the lead”</li></ul>

# Business Decision Maker: Technology Owner

Goals and Challenges	Pain Points	Values and Preferences
<ul style="list-style-type: none"><li>Driving technological innovation inside and outside the business</li><li>Ensuring IT infrastructure resilience</li><li>Optimizing the development process</li><li>Leveraging data and analytics</li></ul>	<ul style="list-style-type: none"><li>Technology adoption and integration - multiple systems with disparate data streams</li><li>Talent recruitment and retention</li><li>Legacy system modernization or replacement</li><li>Regulatory compliance and security</li></ul>	<ul style="list-style-type: none"><li>Technical excellence and innovation</li><li>Strategic leadership and vision</li><li>Collaboration and partnerships</li><li>Continuous learning and development</li></ul>

# Business Decision Maker: Product Owner

Goals and Challenges	Pain Points	Values and Preferences
<ul style="list-style-type: none"><li>• Product innovation</li><li>• Market expansion</li><li>• Customer satisfaction</li><li>• Team leadership</li></ul>	<ul style="list-style-type: none"><li>• Resource constraints</li><li>• Market disruption</li><li>• Execution challenges</li></ul>	<ul style="list-style-type: none"><li>• Innovation in and vision for cutting-edge technology</li><li>• Customer centricity</li><li>• Data-driven decision making</li><li>• Team collaboration</li><li>• Strategic partners who understand the product roadmap and internal development framework</li></ul>

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# Technology Channel Partner

Goals and Challenges	Pain Points	Values and Preferences
<ul style="list-style-type: none"><li>Client success and satisfaction</li><li>Revenue growth across account portfolio, high LTV</li><li>Upsell and cross-sell opportunities</li><li>Technology innovation (internal and external)</li><li>Partnership development</li></ul>	<ul style="list-style-type: none"><li>Solution complexity</li><li>Competitive differentiation</li><li>Lack of vision within client organizations</li><li>Lack of resources within client organizations</li><li>Client education</li></ul>	<ul style="list-style-type: none"><li>Client-centric approach (what benefits my client benefits me)</li><li>Innovation and thought leadership</li><li>Collaboration and trust-based partnership</li><li>Demonstrated success in like engagements</li><li>Thorough enablement</li></ul>

# Channel Partner: Agency

Goals and Challenges	Pain Points	Values and Preferences
<ul style="list-style-type: none"><li>Client satisfaction &amp; loyalty</li><li>Specialized expertise to complement internal expertise</li><li>Business expansion (adding more clients, driving more long-term engagements, larger ACV)</li><li>Thought leadership to benefit clients and differentiate their business</li></ul>	<ul style="list-style-type: none"><li>Resource constraints</li><li>Meeting or exceeding expectations may require skills not available in-house</li><li>Competitive differentiation</li><li>Brand alignment</li></ul>	<ul style="list-style-type: none"><li>Quality and innovation</li><li>Collaborative partnerships marked by transparency, communication, and trust</li><li>Client-centric approach</li></ul>

# Channel Partner: Consultant

Goals and Challenges	Pain Points	Values and Preferences
<ul style="list-style-type: none"><li>Client success</li><li>Specialized expertise to complement internal expertise</li><li>Business expansion (adding more clients, driving more long-term engagements, larger ACV)</li><li>Thought leadership to benefit clients and differentiate their business</li></ul>	<ul style="list-style-type: none"><li>Resource constraints</li><li>Meeting or exceeding expectations may require skills not available in-house</li><li>Competitive differentiation</li></ul>	<ul style="list-style-type: none"><li>Quality and excellence</li><li>Collaborative partners who reflect positively on the business (whether known or unknown to end client)</li><li>Client-centric approach</li><li>Deadline-driven mentality, timeliness, responsiveness</li></ul>

# Private Equity Partner

Goals and Challenges	Pain Points	Values and Preferences
<ul style="list-style-type: none"><li>• Maximizing portfolio performance</li><li>• Mitigating risk</li><li>• Achieving significant return on investment</li><li>• Maintaining reputation</li></ul>	<ul style="list-style-type: none"><li>• Limited resources within portfolio companies</li><li>• Complexity of investment landscape</li><li>• Competitive pressure</li><li>• Balancing risk and return</li><li>• Accessing expertise</li></ul>	<ul style="list-style-type: none"><li>• Expertise and industry-specific knowledge</li><li>• Collaborative relationships with providers who understand their unique needs</li><li>• Integrity, transparency, and reliability in interactions and recommendations</li><li>• Innovative solutions and approaches that drive value creation and competitive advantage</li></ul>

# Personas

Step 2: Personalized Messaging

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BUSINESS OWNER: SALESFORCE  
CUSTOMER

## CEO Steve

Steve is the CEO of Strategic Solutions, a mid-sized company that utilizes Salesforce to manage customer relationships and drive sales growth. With a strong focus on leveraging technology to gain a competitive edge, Steve is keen to optimize his Salesforce implementation to extract maximum value and drive business success.

Demographics:  
Age: 35-55  
Gender: Male  
Education: Bachelor's degree or higher

From resource constraints to data quality issues, we understand it can be difficult to maximize the value of your Salesforce investment. Which is why you should leverage LaunchPad Lab's expertise in custom development across the Salesforce product portfolio to unlock the full potential of your investment and drive business growth.

By forging a strategic partnership and collaborating closely on your unique challenges and opportunities, we can design, develop, and deliver bespoke solutions that are deeply aligned with your strategic goals and drive tangible results.

# Tech Owner Ty

Ty heads technology at Innovation Incorporated, a mid-sized technology company. With a strong background in all things tech and a passion for staying ahead of the curve, Ty is responsible for overseeing the company's IT infrastructure, digital transformation initiatives, and technology investments, including the utilization of a variety of Salesforce products.

## Demographics:

Age: 35-55

Gender: Any

Education: Masters or higher

At LaunchPad Lab, we understand the challenges and opportunities facing technology leaders in maximizing the value of Salesforce and driving digital transformation within their organizations.

By forging a strategic relationship with LaunchPad Lab and leveraging our expertise in bespoke development across the Salesforce portfolio, you can unlock the full potential of your technology investments, drive innovation, and achieve your vision of technological excellence and business success.

PRODUCT OWNER

# Product Director

## Parker

Parker is an experienced product director with a strong background in product management, innovation, and strategy. Parker plays a pivotal role in shaping the direction of the company's product portfolio, aligning it with market needs, customer feedback, and emerging trends to drive competitive advantage and business growth.

Demographics:

Age: 35-50

Gender: Any

Education: Bachelor's or Masters

You don't have to go it alone when it comes to product development. By partnering with LaunchPad Lab, you'll leverage our deep technical expertise, industry knowledge, and outcomes-based approach to drive product innovation, accelerate time-to-market, and maximize ROI, without maxing out your already-taxed resources.

From product ideation and validation to development, launch, and optimization, LaunchPad Lab provides end-to-end support and guidance that aligns with your strategic goals and empowers you to lead successful product initiatives that drive business growth and competitive market advantage.

BUSINESS OWNER

# Operations Lead

## Larry

Steve is head of operations for EZ Electric, a regional utility provider. Larry is responsible for ensuring the reliable and efficient delivery of electricity to customers' homes and businesses. He has a deep understanding of the operational challenges and intricacies involved in managing a utilities network, including maintenance, outage management, and customer service.

Demographics:

Age: 40-55

Gender: Male

Education: Bachelor's degree or higher

Don't let development challenges and resource constraints limit your ability to delight your customers at every touch point. A partnership with LaunchPad Lab enables you to achieve operational excellence while maximizing your existing technology resources.

LaunchPad Lab offers bespoke development solutions and consulting services tailored to your industry, your business, and your existing technology infrastructure. With our expertise and support, you can streamline operations, optimize processes, and enhance service reliability, giving you peace of mind and your customers an exceptional experience.

TECHNOLOGY OWNER

# Tech Owner Taylor

Taylor heads technology for a large university and oversees the technological infrastructure and digital initiatives of the institution. With a background in IT leadership and extensive experience in the education sector, Taylor is responsible for developing and implementing innovative technology solutions to support the university's academic, research, and administrative functions.

## Demographics:

Age: 35-55

Gender: Any

Education: Masters or higher

As a technology leader, you face enormous challenges across your digital footprint. From maintaining critical infrastructure to creating new, more efficient systems and processes, you need a development partner aligned with your objectives and responsive to your needs.

By forging a strategic relationship with LaunchPad Lab and leveraging our expertise in bespoke, outcomes-focused development, you can unlock the full potential of your technology investments, drive innovation, and achieve your vision of technological excellence.

# Salesforce

## Account Exec Sal

Sal is a seasoned Salesforce Sales Executive specializing in cloud computing and digital transformation initiatives. Sal has a proven track record of driving sales growth, exceeding revenue targets, and delivering innovative solutions that address clients' business challenges and strategic objectives. Sal wants to help clients achieve their digital goals and maximize their ROI on Salesforce investments.

### Demographics:

Age: 35-45

Gender: Any

Education: Bachelor's or higher

As a trusted advisor and extension of your team, LaunchPad Lab ensures your clients achieve their digital goals and maximize their Salesforce investments.

We collaborate closely to deliver tailored solutions and services that address clients' unique needs, drive Salesforce adoption, and unlock new opportunities for business growth and transformation. From complex integrations to custom app development, LaunchPad Lab provides end-to-end solutions and expert guidance that complement Salesforce, maximize clients' ROI, and accelerate their journey to success in the digital era.

# Account Manager

## Andy

Andy is a dedicated customer success manager for Content Corporation, a digital content management platform. Andy is responsible for managing top tier client accounts, ensuring satisfaction and securing upsell opportunities. Andy wants to help clients achieve their digital goals and maximize ROI on Content Corporation investments.

Demographics:

Age: 35-45

Gender: Any

Education: Bachelor's or higher

As a trusted advisor and extension of your team, LaunchPad Lab ensures your clients achieve their digital goals and maximize their technology investments.

We collaborate closely to deliver tailored solutions and services that address clients' unique needs, drive adoption, and unlock new opportunities for business growth and transformation. From complex integrations to custom app development, LaunchPad Lab provides end-to-end solutions and expert guidance that complement your platform, maximize clients' ROI, and accelerate their journey to success in the digital era.

# Agency Director

## Alex

Alex is the director of a digital agency that serves clients across various industries. With over a decade of experience in the digital space, Alex has built a reputable agency known for its creativity, innovation, and client-centric approach. The agency serves a diverse portfolio of clients from small businesses to large enterprises, helping them achieve their business objectives through integrated digital strategies..

### Demographics:

Age: 35-50

Gender: Any

Education: Bachelor's degree or higher

Expand your reach, close more accounts, and delight your clients by partnering with LaunchPad Lab, a leader in building high-impact digital products that drive business results.

Enhance your web development capabilities and deliver exceptional digital experiences to clients by leveraging LaunchPad Lab's expertise in custom web development and responsive UI/UX design.

We'll collaborate closely with your team to understand client requirements, deliver tailored solutions, and ensure successful project outcomes that drive client satisfaction, business growth, and competitive advantage.

# Consulting Partner Chris

Chris is an experienced consulting partner specializing in digital transformation, technology advisory, and business strategy. Chris's goal is to deliver innovative solutions and drive successful outcomes for clients across various sectors. Chris advises organizations on leveraging technology to optimize operations, improve customer experiences, and achieve strategic objectives.

## Demographics:

Age: 40-55

Gender: Male

Education: MBA or equivalent

Partner with LaunchPad Lab and leverage our expertise in software development and product strategy to enhance your practice's value proposition and competitive differentiation.

LaunchPad Lab can serve as a trusted partner, collaborating closely with you to co-create tailored solutions that address client needs effectively, deliver exceptional results, and drive long-term success.

From project scoping and planning to execution and delivery, LaunchPad Lab provides the technical skills, resources, and support needed to elevate your practice and extend the range and depth of services you can offer.

# Private Equity Partner Pat

Pat is a seasoned partner at a boutique private equity firm specializing in advising small to mid-sized businesses within their portfolio. With years of experience in investment management and business consultancy, Pat understands the importance of strategic decision-making and operational efficiency in driving growth and maximizing returns for investors.

## Demographics:

Age: 40-50

Gender: Any

Education: MBA or equivalent

At LaunchPad Lab, we understand the challenges and opportunities facing boutique private equity firms like yours. We offer tailored solutions and expertise to support your efforts in optimizing portfolio performance, mitigating risks, and driving sustainable growth for your investments.

As your strategic development partner, we build results-oriented digital products that help your portfolio companies synthesize disparate technologies, achieve operational efficiency, and leverage data analytics for informed decision-making.

And in the end, realize your ROI.

# Execution

From Framework to Campaign

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# Prioritization of Key Audiences

- 1. Salesforce decision maker:  
business owner
- 2. Salesforce decision maker:  
technology owner
- 3. Salesforce decision maker:  
product owner
- 4. Business decision maker:  
business owner
- 5. Business decision maker:  
technology owner
- 6. Business decision maker: digital  
owner
- 7. Non-tech channel: private equity
- 8. Non-tech channel: agencies
- 9. Non-tech channel: consultants
- 10. Technology channel: Salesforce
- 11. Technology channel: other

# Campaign Brief Components

Objective

Target Audience

Key Insights

Campaign Strategy

Campaign Assets

Timeline

Budget

## **Campaign Objective:**

This marketing campaign aims to attract and engage Strategic Steve, a seasoned executive with a strategic mindset and a focus on driving business growth. Through targeted messaging and strategic content, we aim to position our brand as a trusted partner capable of supporting Steve's strategic initiatives and helping him achieve his business objectives.

## **Target Audience:**

- Name: Strategic Steve
- Demographics: Male, aged 40-60
- Job Title: C-Suite Executive (CEO, COO, CTO, etc.)
- Industry: Technology, Finance, Healthcare, or Manufacturing
- Characteristics: Strategic thinker, results-driven, data-driven decision-maker, focused on business growth and innovation, values collaboration and partnership, seeks out cutting-edge solutions.

# APPENDIX

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# Salesforce User: Sales & Marketing (CRO/CMO)

Goals and Challenges	Pain Points	Values and Preferences
<ul style="list-style-type: none"><li>• Driving revenue growth</li><li>• Creating and maintaining a strong pipeline</li><li>• Building brand awareness</li><li>• Optimizing customer engagement</li><li>• Measuring sales and marketing effectiveness</li><li>• Maximizing channel and/or affiliate partner ecosystem</li></ul>	<ul style="list-style-type: none"><li>• Data silos and fragmented systems</li><li>• Lead management and conversion</li><li>• Attribution and ROI metrics</li><li>• Competitive differentiation</li><li>• Sales and marketing alignment</li></ul>	<ul style="list-style-type: none"><li>• Relationship-driven strategic partners who understand their unique challenges</li><li>• Results-oriented approach</li><li>• Customer-centric focus</li><li>• Ease of data manipulation and comprehensive dashboards that support ROI reporting to management team and BoD</li></ul>