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# Consolto

Presented by Eric Landro

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# Brief Summary

## Consolto

- An interaction platform that encompasses all the necessary tools for consulting in one. Tools include text chatting, video chatting, 3D Augmented Reality, and scheduling.
- Providing a more *personal* connection for the business to their customers.

## Competitors

- Glia – Acquire – Zoom – Slack – WhatsApp

## Driving Insight

- Start-up founders are usually **daunted** with so many **challenges**, more than they can handle, but they're **reluctant** to get **help**.

## Brand Message

- *The biggest mistake you can make is not asking for help*



## Ethnography

- Initial meeting to create questions for ethnography research and to decide on which people to recruit based on the insights from Deep Listening report
- Recruitment process
- Respondents recorded their replies through *Over The Shoulder* app
- Analyze process
- Meeting to discuss our new insights we learned from their responses

# Ethnography (Questions)

What specifically do you need help with managing your business? (aside from financial help).

What things have you learned from running your business that you would've liked to have known when starting your business?

What obstacles have you experienced while working from home?

Do you feel connected enough to your teammates? Why or why not?

What type of communication problems are you currently experiencing with your teammates and team leaders?

What communication platforms / tools are you currently using to communicate with your team and / or consumers?

What obstacles are you experiencing as a start-up when competing with more established brands?

How much money are you currently paying for communication platforms? Do you think this is too much?

Would you be willing to pay a subscription for a platform that incorporates all these tools in one? If so, what would be the most you would pay for a product like this monthly?

# Questions & Verbatims



What specifically do you need help with managing your business? (aside from financial help)?

*“The business of tutoring Spanish is very small, so I don’t need help managing it.” – Diego*



What things have you learned from running your business that you would’ve liked to have known when starting your business?

*“I would really like to know how to do marketing better the thing how to get customers in a better way.” – Diego*  
*“For me communication is a key because if there is a lack of communication or there is a miscommunication between me and my team things go in the opposite direction than what I expect.” – Sanket*



How much money are you currently paying for communication platforms? Do you think this is too much?

*“Currently I use Zoom and pay a decent amount for the subscription and willing to pay for another subscription. Depends on the platform and what it has to offer.” – Diego*

What specifically do you need help with managing your business? (aside from financial help)?

*"The business of tutoring Spanish is very small, so I don't need help managing it." - Diego*



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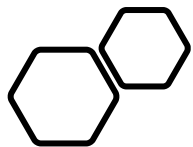
*"For me communication is a key because if there is a lack of communication or there is a miscommunication between me and my team things go in the opposite direction than what I expect." - Sanket*



What communication platforms / tools are you currently using to communicate with your team and / or consumers? How much money are you currently paying for communication platforms? Do you think this is too much?

*"Currently I use Zoom and pay a decent amount for the subscription and willing to pay for another subscription. Depends on the platform and what it has to offer." - Diego*

## Questions & Verbatims



## Verbatim & Insight

What specifically do you need help with managing your business? (aside from financial help).


*“The business of tutoring Spanish is very small, so I don’t need help managing it.”*

Start-up founders are usually **daunted** with so many **challenges**, more than they can handle, but they’re **reluctant** to get **help**.

# Verbatim & Insight #2

What type of communication problems are you currently experiencing with your teammates and team leaders?

Respondents prefer application-specific screen share, which is offered by Zoom, over full screen share that is offered by Google Meets. The respondents expect a user-friendly digital whiteboard as they face issues using the options offered by competitors on computers.



*"I want a platform with a whiteboard where I can share the information where I want to present the information and to keep my screen off the streaming."*



# Verbatims

## **Diego Acevedo**

*"The business of tutoring Spanish is very small, so I don't need help managing it."*

*"I would really like to know how to do marketing better the thing how to get customers in a better way."*

*"Currently I use Zoom and pay a decent amount for the subscription and willing to pay for another subscription. Depends on the platform and what it has to offer."*

## **Russel Rezepov**

*"We're saving the money, not dispersing the money. So, if there's a free tool that can be beneficial for us, we can use it."*

*"This is guerrilla marketing – you can take a less expensive product and use it as you can and you'll get a piece of the market."*

*"It's important to have the right people who will understand your goal and will work towards your goals."*

## **Sanket Patel**

*"For me communication is a key because if there is a lack of communication or there is a miscommunication between me and my team things go in the opposite direction than what I expect."*

*"To communicate with a team from home is a big challenge because there are differences in timeline, there are issues with the software platform. For example, if we are using Zoom, the problem is the limitation with Zoom is that you can't use the whiteboard very well."*

*"I want a platform with a whiteboard where I can share the information where I want to present the information and to keep my screen off the streaming."*

# Insights

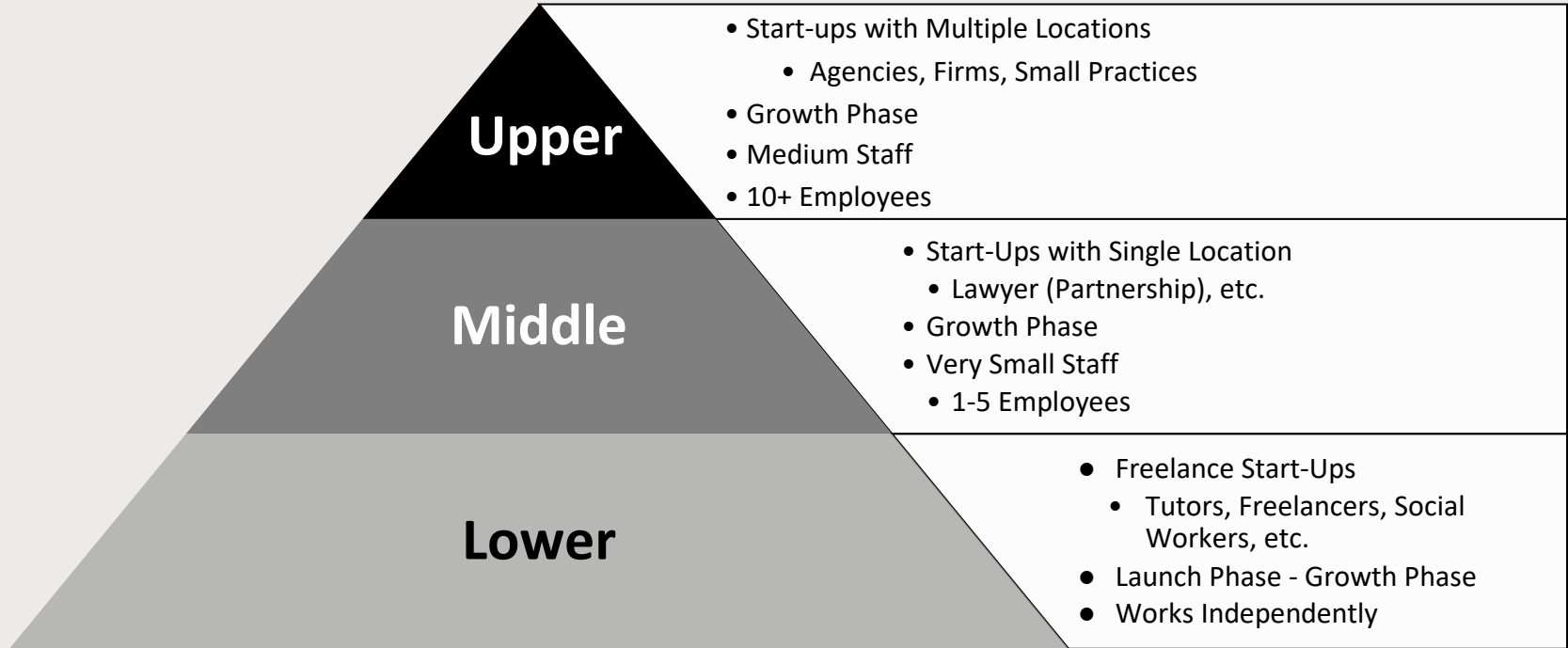
## *Short-Term Thinking is Long-Term Problem*

Some respondents resist subscribing to paid services

Lack of product knowledge and applicability is the reason for resistance

Respondents are focused on short-term gains

# Tier Breakdown



# The Self-Starter



*It's really starting to get tough managing these online sessions on so many different platforms, but I guess I'll have to manage until I can grow my business.*

Lauren

## Demographics

- Gender: Female
- Age: 31
- Income: \$85 Per Hour
- Lives in Manhattan, New York

Lower

## Background

- College-Educated, B.A. in Secondary Education
- Teaches French
- Blogger
- Strong Social Media Presence

## Characteristics

- Independent – Adaptable – Driven
- Confident – Stubborn – Frugal
- Tech-Savvy – Organizer – Manager

## Goals & Challenges

- Wants To Be Successful
- Trouble Balancing Work & Social Life
- Financially Unstable
- Frustrated About Her Current Professional Standing

# The Emerging Achiever

## Demographics

- Age: 40
- Gender: Male
- Income: \$110,000 Yearly
- Lives in Newark, New Jersey

## Background

- Personal injury
- Partnership
- Growing business
- Five Employees

## Characteristics

- Professional
- Prudent
- Confident

## Goals & Challenges

- Business Growing Fast
  - Overwhelmed
- Online Consulting Stress
  - Prefers In-Person
  - COVID-19 Shift
- Biggest Challenges
  - New Online Systems
  - Organization

Middle

*I don't mind spending money on tools to help customer service and functionality, but it must be worth it. My prudence has gotten me this far, and as my business continues to be on the rise, I'm not changing now.*

Anthony

## *The Cautious Leader*



Having a successful real estate agency, I'm focused on revenue. With my sale agents having a lot on their plate, I don't mind spending money on something that can help alleviate the mundane tasks and give more time for selling homes!

**Doug**

### Demographics

- Age: 54
- Gender: Male
- Income: \$1,200,000 Yearly
- Lives in Baltimore, Maryland

### Background

- Realtor
- Partnership
- Growing business
- 120 Employees

### Characteristics

- Professional
- Resilience & Drive
- Courage, Passion & Intensity
- Diligent

### Goals & Differences

- Business Entering Europe (Germany, Spain)
- Overwhelmed with more clients
- Online Consulting Challenges
- COVID-19 shift
- New Online Systems
- Organization
- Consulting Online

Upper

# GTM Strategy

01

## PRODUCT-FIT

- WHAT PAIN-POINT IS CONSOLTO SOLVING?

02

## TARGET AUDIENCE

- WHO IS EXPERIENCING THESE PROBLEMS?
- WHAT IS THE MESSAGING STRATEGY ?

03

## COMPETITION AND DEMAND

- WHO OFFERS SIMILAR SERVICES?
- ARE THERE P.O.P & P.O.D.?
- IS THERE A DEMAND FOR CONSOLTO?

04

## DISTRIBUTION CHANNEL

- HOW DO WE PLAN TO SELL CONSOLTO TO THESE SEGMENT?

# Pain Point – Value Proposition – Messaging

## SELF-STARTERS

- **PAIN POINTS**
  - THIN BUDGET
  - COST OF INSTALLING A HIGH-END CRM TOOL
- **VALUE PROPOSITION**
  - COST-EFFECTIVE FUNCTIONALITY
  - EASY INSTALLATION
- **MESSAGING**
  - EXCEPTIONALITY CAN BE AFFORDABLE
- **INSIGHT**
  - *Any problem that seems too expensive to fix does not exist*

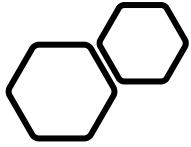
## EMERGING ACHIEVERS

- **PAIN POINTS**
  - A PLATFORM WITH ALL THE DESIRED/ NEEDED FUNCTIONALITY
    - (WHITEBOARD, DOCUMENT UPLOAD FOR PRESENTATION)
- **VALUE PROPOSITION**
  - AN ALL-IN-ONE PACKAGE DEAL
  - COST-EFFECTIVE FUNCTIONALITY
- **MESSAGING**
  - WE DELIVER WHAT YOU WANT, EXACTLY HOW YOU WANT

## CAUTIOUS LEADERS

- **PAIN POINTS**
  - STAGNANT REVENUE GROWTH SECURITY
- **VALUE PROPOSITION**
  - ALL DATA IS HIGHLY ENCRYPTED
- **MESSAGING**
  - A PLATFORM TOOL HAS NEVER BEEN EASIER OR SAFER





# Marketing Campaign



## NEED REALIZATION / BRAND POSITIONING

SHAPE CONSUMERS PERCEPTION OF CONSOLTO  
ALIGN CONSOLTO'S CAPABILITIES WITH  
CUSTOMER'S DESIRES  
STRONGER POSITIONAL STATEMENT



## NEED FOR PRODUCT AWARENESS / BRAND VISIBILITY

SOCIAL STRATEGY  
CONTENT MARKETING  
REAL MEDIA  
PARTNERING WITH ORGANIZATION THAT HELPS  
BUSINESS OWNERS



## CREATE AN EFFECTIVE ATTRIBUTION MODEL

TRACK AND TARGET THE MOST VALUABLE  
PROFILE IN THIS SEGMENT  
ALLOCATE MORE BUDGET TO THE CHANNEL  
CONSUMERS INTERACT WITH MORE  
TRACK AND MONITOR ONLINE BEHAVIOUR TO  
CREATE STRATEGIES THAT SUIT CONSUMERS  
GENERATE CONVERSATIONAL INTELLIGENCE  
FROM CUSTOMER INTERACTION  
BETTER UNDERSTANDING OF BUYER'S JOURNEY

# Brand Alignment

## NEED FOR PRODUCT AWARENESS / BRAND VISIBILITY

- SOCIAL STRATEGY
- CONTENT MARKETING
- REAL MEDIA
- PARTNERING WITH ORGANIZATION THAT HELPS BUSINESS OWNERS