ILLUSTRATIVE EXAMPLE · SAMPLE DATA

01 Who Meetora sells to — and how they buy

Meetora in three buyer groups, five audiences and twenty-five buyer types — cross-cut by how each one actually buys. Illustrative structure built for a self-serve / PLG scheduling & booking business; company, groups and figures are fictitious.

Individual professionals & small teams

SELF-SERVE · NO SALES TEAM INVOLVED

Solo consultants & coaches

- Independent coaches
- Freelance consultants
- Private tutors
- Personal trainers
- Independent therapists

Small service businesses

- Hair & beauty salons
- Wellness & spa studios
- Small clinics & dental practices
- Home & trade services
- Boutique fitness studios

Growing teams & departments

SELF-SERVE, WITH AN ASSISTED UPGRADE PATH

Sales & customer success teams

- SDRs booking first meetings
- Account executives
- Customer success managers
- RevOps admins
- Agency account managers

HR & recruiting teams

- In-house recruiters
- Talent acquisition leads
- People / HR ops
- Recruitment agencies
- Hiring managers

Multi-site & enterprise organisations

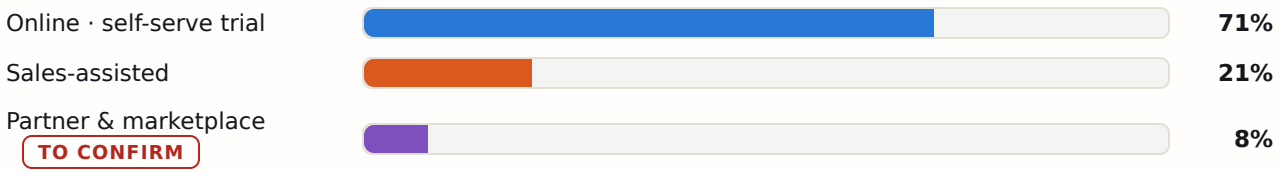
SALES-ASSISTED · PROCUREMENT & IT INVOLVED

Multi-location & franchise operators

- Multi-site clinic groups
- Franchise gym / studio operators
- Multi-campus education providers
- Enterprise IT & procurement
- Ops teams standardising across sites

Fewer audiences, higher deal size — this group is sold with direct sales support rather than pure self-serve, and typically needs a security & assurance pack before it converts.

HOW THEY BUY · SHARE OF NEW CUSTOMERS (ILLUSTRATIVE)



Sales-assisted share is concentrated almost entirely in the multi-site & enterprise group; every other group buys online today. The partner & marketplace split is a first estimate, pending confirmation with the product-partnerships team.

0 of 25

buyer types have a message written for them today. Every audience currently lands on the same homepage.

Next

Messaging houses for all five audiences follow this segmentation directly — see the companion one-slide summary.