SCALE
AT SPEED

Build your own Ideal
Customer Profile (ICP)

◯ Step 1 Build your data foundation

Identify your key data sources: Start by identifying the key data sources you'll need to create your ideal customer profile. This may include your CRM, sales data, website analytics, social media data, customer surveys, and more. Make a list of all the data sources you'll need to tap into.

Collect data: Once you have identified your key data sources, start collecting the relevant data. This may involve setting up data tracking systems or working with a data vendor to access the data you need.

Clean and organize the data: The data you collect may be messy and disorganized, so it's important to clean and organize it before using it to create your ideal customer profile. This involves removing duplicates, correcting errors, and standardizing data formats.

Analyze the data: Use tools like data visualization and statistical analysis to gain insights from your data. This may involve identifying trends in customer behavior, analyzing demographic data, or understanding customer preferences.

◯ Step 2 Define success criteria

Determine how you will measure success: Decide on the metrics you will use to measure success for each characteristic of your ICP.

If you're looking to maximize revenue growth, you may want your success criteria to be high annual contract value (ACV)

◯ Step 3 Determine your best-fit customers

Analyze your existing customer base: Look at your current customers and identify common characteristics such as demographics, industry, company size, job titles, pain points, and behavior patterns.

○ # Step 4 Analyze

Use the data to create your ideal customer profile: Once you have analyzed the data, use the insights you've gained to create a detailed ideal customer profile. This profile should be based on real data and should include information such as customer demographics, buying habits, preferences, and pain points.

○ # Step 5 Outline your ICP

Analyze your existing customer base: Look at your current customers and identify common characteristics such as demographics, industry, company size, job titles, pain points, and behavior patterns.

Fill in:

Industry type: _____

Employee count: _____

Technology: _____

Funding: _____

Geography: _____

Pain points: _____

Buying behavior: _____

Channels and platforms: _____

Value proposition: _____

○ # Step 6 Update the data

Continuously update the data: It's important to continuously update and refine your data foundation to ensure that your ideal customer profile remains accurate and up-to-date. This may involve setting up ongoing data tracking and analysis systems, or regularly reviewing and updating your data sources.