

# KNOW THY CLIENT

According to Socrates, one of the keys to wisdom is to "Know thyself." With apologies to that wise man, that same maxim could be slightly adapted as a new motto for marketing effectiveness:

Know thy client.

In a crowded and competitive market, one-size-fits-all marketing strategies are doomed to fail. But by developing an Ideal Client Profile, you can zero-in on the prospects that offer the best chance for success.



## The Ideal Client Profile, Defined

The Ideal Client Profile (ICP) is a collection of characteristics that defines the B2B customer that is aligned with the company's values, is predictably acquirable, and generates the desired net profits for the business.

### Persona-driven marketing works.

**71%**

of companies that exceed revenue and lead goals have documented personas.

Source: Forbes

**90%**

of companies have been able to create a clearer understanding of their buyers with personas.

Source: Medium

**82%**

of companies using personas improved their value proposition.

Source: ITSMA



**210%**

Persona-based content has the potential to increase web traffic by.

Source: MarketingSherpa



### The impact of not mastering the ICP

- Lower margins
- A confusing brand and value prop
- A longer sales cycle
- The lack of competitive differentiation



### But getting it right can lead to:

- Better sales and marketing alignment
- More effective innovation
- Sharper customer intelligence
- A richer customer experience
- Faster execution
- Higher margins
- A more compelling brand

Want to learn more about reaching non-responsive accounts?

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