



With apologies to that wise man, that same maxim could be slightly adapted as a new motto for marketing effectiveness: Know thy client.

According to Socrates, one of the keys to wisdom is to "Know thyself."

In a crowded and competitive market, one-size-fits-all marketing strate-

gies 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 (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.

90% of companies 82% 71%

have been able to

create a clearer

and lead goals have documented

personas.

Source: Forbes

of companies that

exceed revenue

understanding of their buyers with personas.

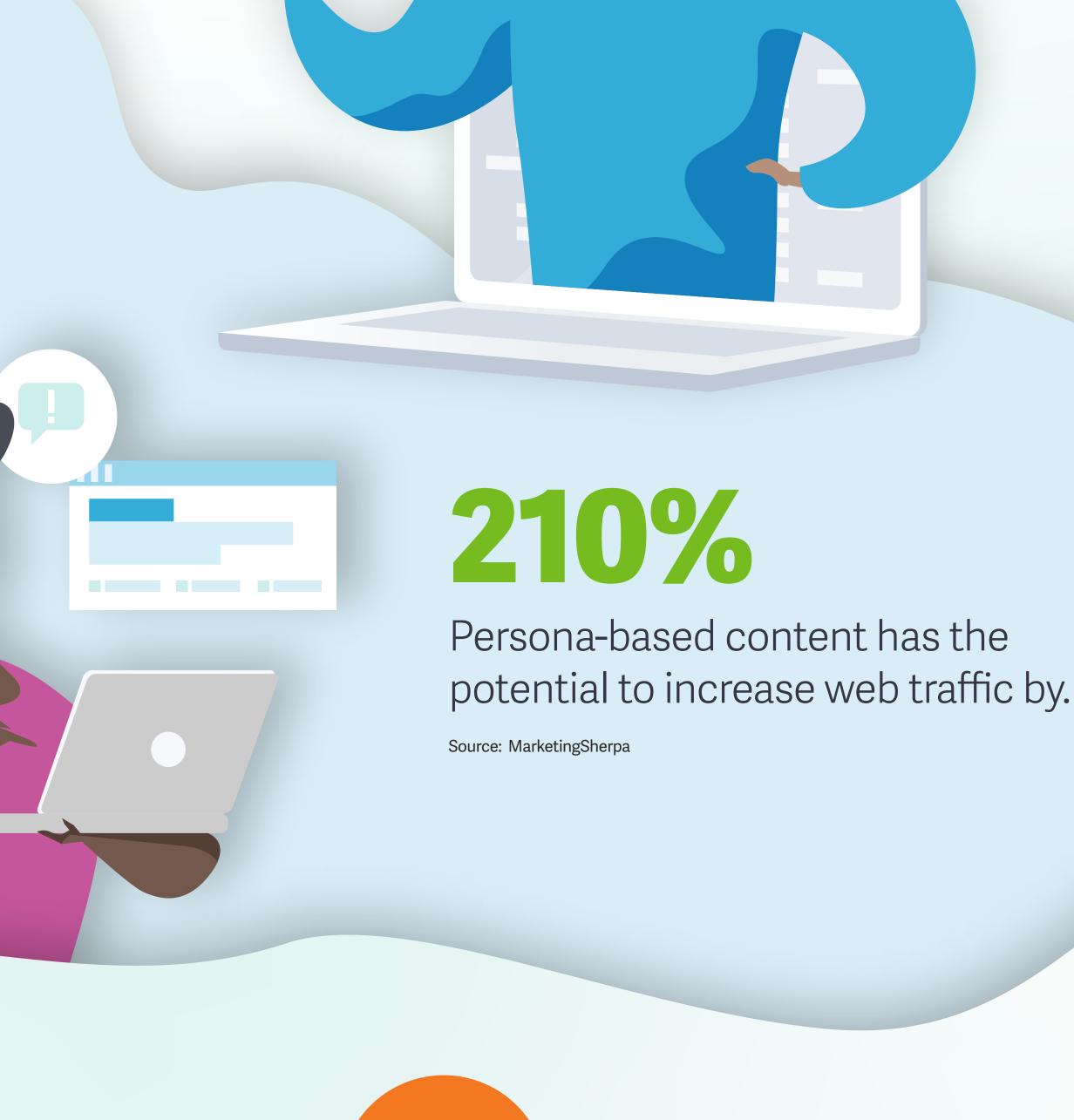
Source: Medium

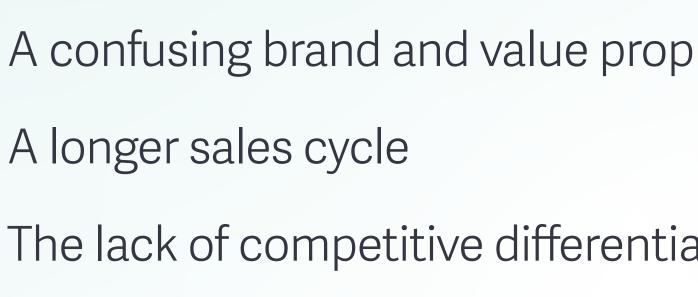
value proposition. Source: ITSMA

of companies

using personas

improved their





The impact of not mastering the ICP

The lack of competitive differentiation

But getting it right can lead to:

Lower margins

A longer sales cycle

More effective innovation

Better sales and marketing alignment

A richer customer experience

Sharper customer intelligence

Faster execution Higher margins

A more compelling brand

Want to learn more about reaching non-responsive accounts?

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