

A Guide to Defining Your Ideal Customers

Ideal Customer Profiles make your sales teams far more productive



The Importance of Defining Your Ideal Customers

An ideal customer profile (ICP) defines the perfect customer for your organization. An ICP captures all of the qualities that would make a company the best fit for the solutions you provide.

Done correctly, an ICP can help define the problems you're solving for, align your product/service capabilities with customers' needs, and assist in laying out future product and service updates.

In this guide, we identify traits to capture when creating an ICP.

We hope you find this information helpful. If you have any questions, feel free to reach me at 800-834-4910 or at inbound281.com.

Mark Parent

Mark Parent,
President & CEO
mparent@inbound281.com



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What is an Ideal Customer Profile (ICP)?

An ideal customer profile (ICP), sometimes called an ideal buyer profile, defines the perfect customer for what your organization solves for. The ICP is a fictitious company that has all of the qualities that would make them the best fit for the solutions you provide.

Why Create ICPs?

If done correctly, an ICP can help define the problems you're solving for, align your product/service capabilities with customers' needs, and assist in laying out your future road map for product/service updates and changes.

Why not send every lead to sales? Some leads may not be a good fit, so it's important to identify who can buy from you and who can't. That way your sales reps aren't spending too much time on leads that most likely won't close a deal with them.

You can use ICPs to define what a good fit looks like.

The 5 Factors to Capture for ICP

When defining your ICP, these are the characteristics to capture:

1. **Budget / Revenue / Company Size** - what is the lowest cost threshold that a customer would have to pay for your product or service?
2. **Industry** - are there specific verticals that you work within? Are there verticals that you don't work with?
3. **Geography** - do you not sell to a particular region?
4. **Legality** - are there legal reasons that limit your potential customer base, maybe age, location, or government restrictions?
5. **Product or Service Limitations** - do you have a service level agreement (SLA) with your customers to meet a certain response time? If someone needs a response quicker, can you guarantee you'll be able to meet that demand?

Depending on your particular industry, there may be other factors. But these five are the baseline qualities all companies should consider. If a company doesn't meet these predefined characteristics, you can probably disqualify them so as to ensure your sales reps are spending time with companies that are a good fit.

About Inbound 281



A Growth Agency

Inbound 281 is a full-service, growth-focused digital marketing agency. We help businesses grow by improving their marketing to increase sales, revenue and profits.

We help owners, marketers and sales managers who are looking for new ideas to help sales hit their targets. Often times they are frustrated that, after all the time, efforts and money they have invested, they're still not getting the results they were expecting.

Our sights are set on lead acquisition, lead conversion, and conversion rate optimization.

We specialize in multi-channel digital marketing, including content marketing, web design and development, SEO, pay per click, and social media.

Ready for a Conversation?

What's your dream result? Let's get the digital marketing conversation started!

Looking for new customer acquisition, lead generation, client engagement or a competitive advantage? We're ready to learn more about your goals so we can help you build a Marketing Road Map to help you achieve your goals.

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Inbound 281

2155 Butterfield Dr., Troy, MI 48084

800-834-4910

www.inbound281.com