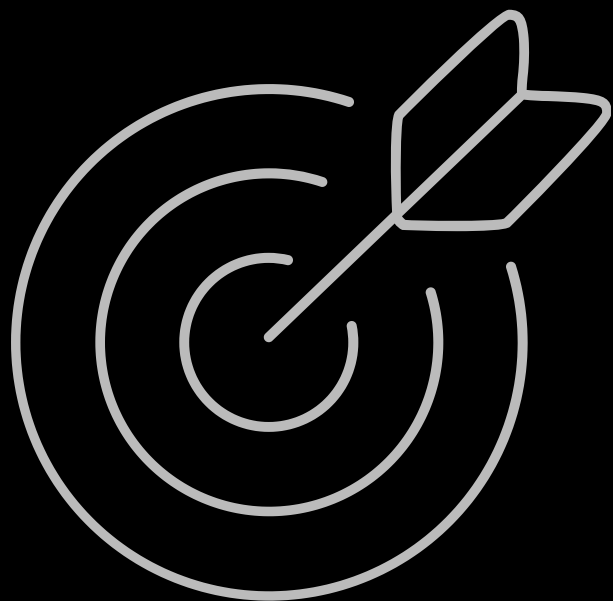


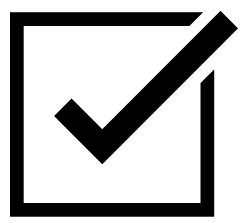
Know your ideal customers

Bring clarity to your business

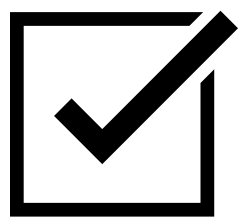


The more you know
about your ideal
customers, the easier
it will be to **attract,**
delight, and **retain**
them.

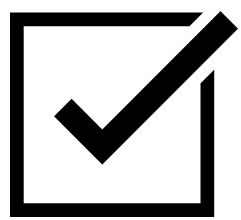




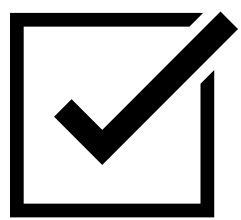
Product development will be easier.



Marketing will be easier.



Sales will be easier.



Customer success will be easier.

Your life as a founder or CEO will be easier!



Ideal customers are different from your target market

Ideal Customers

Those that are
the best fit for
what you offer

Target Market

All potential
customers for
what you offer



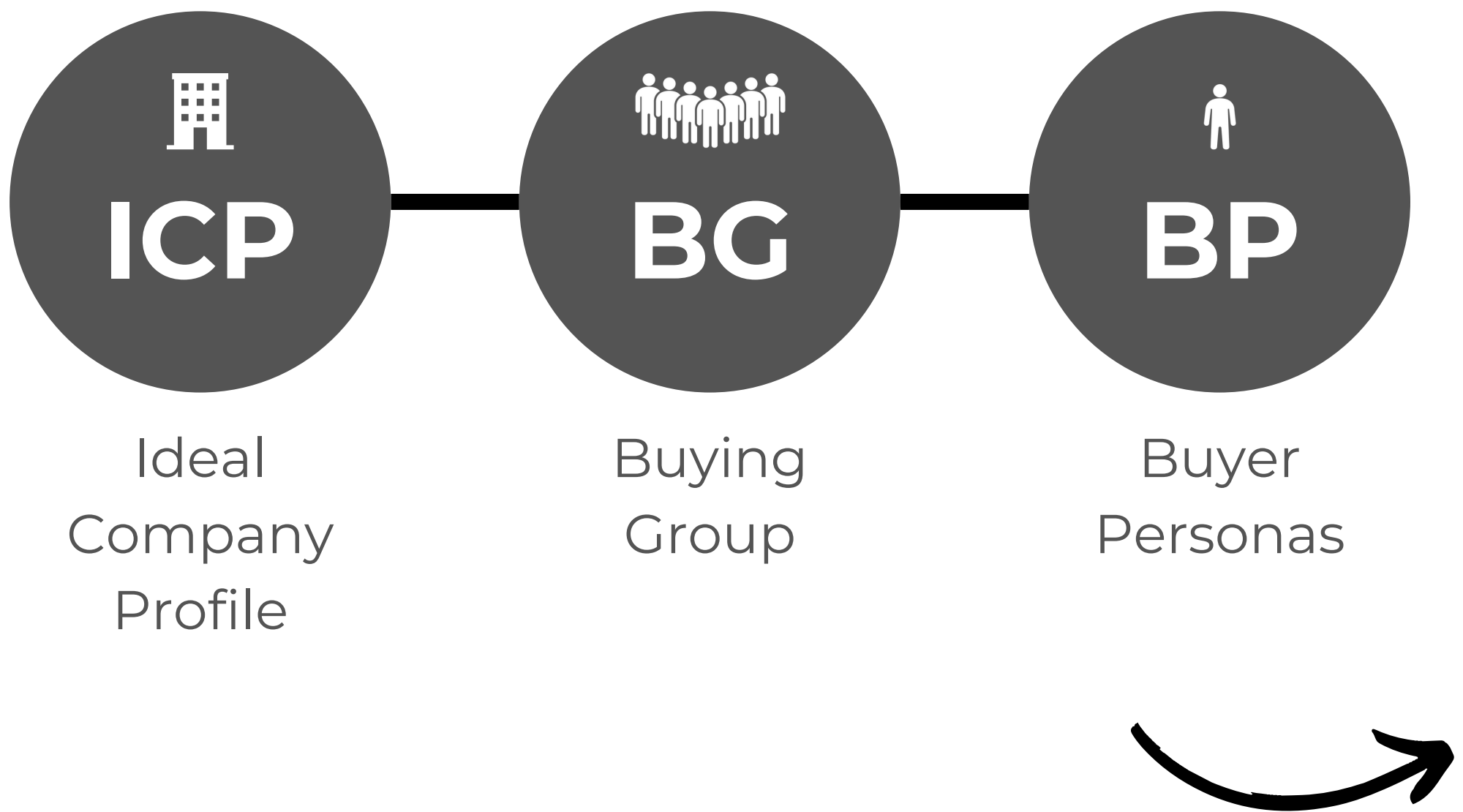
Focus your marketing and sales efforts on the prospects who benefit most from your offering.



They are the most likely to purchase and remain loyal.



There are three key elements to define your ideal customers



Ideal Company Profile (ICP)

A description that represents a **company** that's a perfect fit for your solution.

Buying Group

The set of **people** within the company involved in the purchase decision.

Buyer Personas

Insights on key **individuals** involved in the buying process.



Having a solid
understanding of
all three elements
is critical to success.

Let's expand on each of
them...



Ideal Company Profile

Attributes of best-fit companies



SIDENOTE

Often, you'll hear marketers talk about an "Ideal **Customer** Profile".

I deliberately use the term "Ideal **Company** Profile" as, in my opinion, it's a better reflection of what this element includes.

You'll combine insights from your Ideal Company Profile, Buying Group, and Buyer Personas to get clarity on your ideal customer.



Consider your **best** and most **profitable** customers and build a company profile to describe them.

Which ones are the highest-spending, fastest-growing, and most-satisfied?

Which ones do you like working with the most?

Which are a long-term fit for your business growth?

Caution: They are not necessarily your highest revenue customers currently



Why It Matters

It's better to focus your limited resources on companies most likely to convert.



Consider Firmographics

These are similar to demographics and geographics but for businesses.

Typical factors include:

- **Industry**
- **Company size** (total number of employees, number of locations, or number of employees in a specific department)
- **Revenue** or **Budget**
- **Company type** (private, public, government, education, non-profit)
- **Growth stage** (startup, SME, enterprise)
- **Business model** (B2B, B2C, B2G)
- **Key products/services** (product-based, SaaS, service-based)
- **Geographic location** (city, province/state, region, country, continent)



Where to Get This Info

Free

LinkedIn

Glassdoor

Owler*

Crunchbase*

*Basic data, upgrade to reveal more

Data Enrichment Tools (Paid)

LinkedIn Sales Navigator

ZoomInfo

Clearbit

UpLead

InsideView

Apollo.io



Consider Technographics

Understand the technologies that your ideal customers have.

Are there pre-requisite technologies for your solution to work? Perhaps you only integrate with certain ones?

What are their technology usage patterns?

What is their attitude to adopting and using new technologies?

Use [Builtwith.com](https://builtwith.com) to uncover the internet technologies they are using



Consider Psychographics

These attributes or traits help you understand companies' motivations, behaviours, and preferences. Examples include:

Organizational culture: is it innovative, risk-taking, or more traditional and risk-averse?

Business objectives, priorities, and motivations:
Growth mode, cost-cutting mode?



Consider the Situation

What are your ideal customers trying to do? What “job” or “jobs” do they need your solution to do?

What is the current way of doing the job?

What is the problem with doing it this way?

What is the trigger that causes them to look for a solution?



Consider Your Engagement

Is it a positive interaction across all touchpoints (sales, support, finance)?

Are they easy to work with? Why?

Do they refer you to others?

Do they pay on time?



The Ideal Company Profile is the first building block in understanding your Ideal Customers.

Next, let's look at the Buying Group.



Buying Group

Also known as the buying committee



Why It Matters

Provides insight into those involved in the buying decision and how to navigate the complex decision-making process.



What Is the Buying Process?

Is it a long, committee-driven process, or are a few stakeholders making decisions swiftly?

Cross-functional decision-making across multiple roles is common.

In complex deals, executive leadership approval is often required.



Identify Key People

Who are the people within an ideal customer organization that are part of the buying decision?

What are the typical **job titles** and their **roles** in the decision-making process?

In B2B scenarios, typically 5-8 people are involved. Sometimes, many more.

You can categorize them...



Champion

Who you likely interact with first and throughout the decision-making process.

Tasked with figuring out what to buy.

Gets internal buy-in and makes a recommendation.

Needs to be armed with information to handle internal objections.



Economic Buyer

Holds the budget and typically gives ultimate **approval**.

Often part of the C-Suite, a VP or director of a department.

They care about how the purchase impacts the business... and their budget.



Business and Technical Influencers

Other departments such as Finance, IT, legal and purchasing often are part of the decision process.

They have the power to **block** purchases.

They care about ROI, business risk, security, terms and conditions, and managing ongoing supplier relationships.

You likely won't directly interact with them, but the champion will.



End Users

The ultimate users of your solution.

They care about how your solution will help them in their day-to-day jobs.

They **influence** the decision.

Sometimes, they have little say.

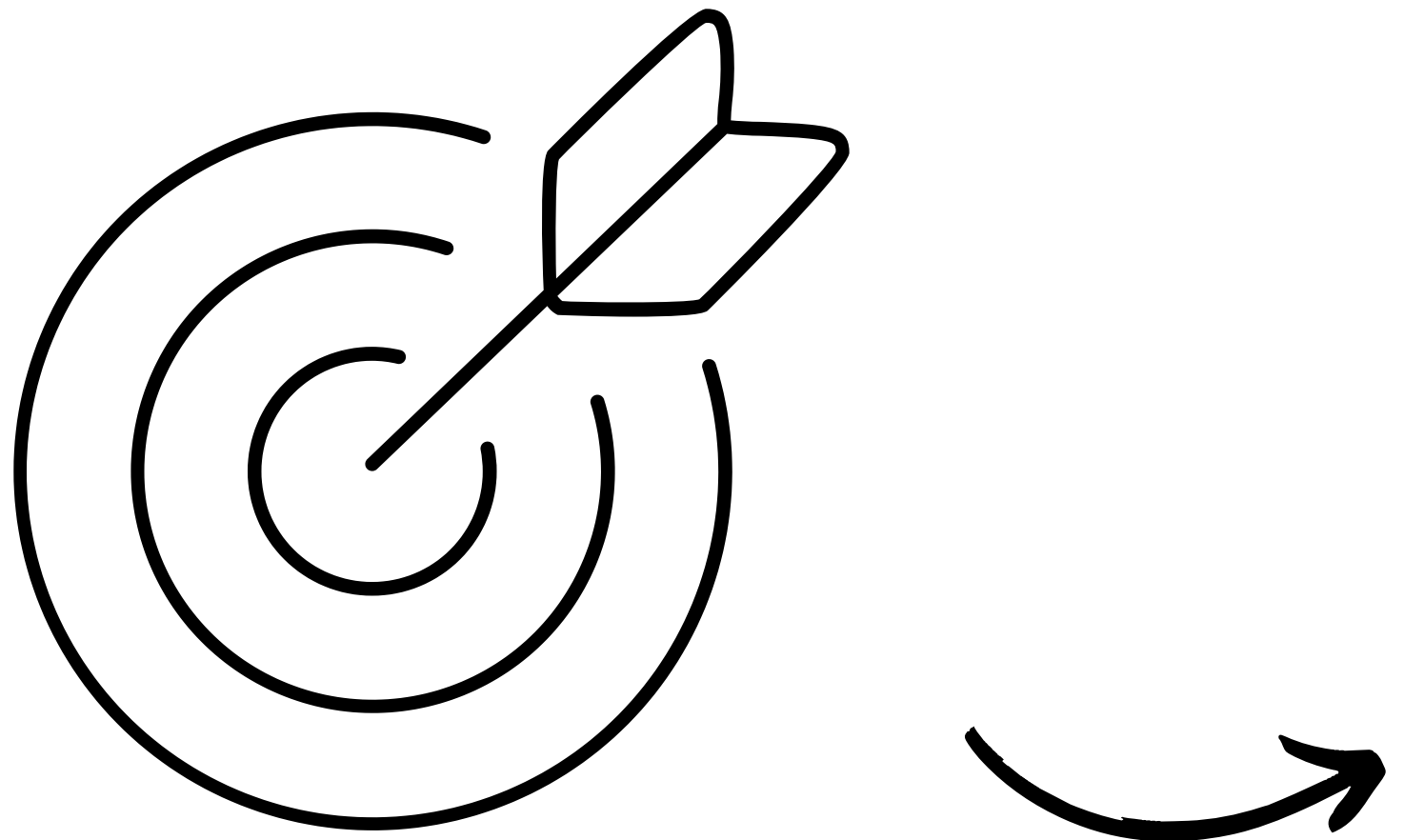
If you rely on recurring revenue, users must have a positive experience.



Focus on the Champion

They matter the most early in your
sales process.

If you don't convince them, the other
stakeholders won't matter.



The Buying Group
provides insight into
who the stakeholders
are at your Ideal
Customers.

Next, let's look at Buyer
Personas to flesh out
your understanding.



Buyer Personas

Challenges, motivations, and behaviours of key individuals



Why It Matters

Helps create more relevant content, campaigns, sales pitches, and customer interactions.



Profile Key Decision Makers and Influencers

Each stakeholder has different challenges, pain points, and motivations that drive their decisions.

You'll want to make note of their behaviours too.



Identify Pain Points & Motivations

What specific challenges or problems do you solve for them?

What are the goals and objectives of each persona? What are they trying to accomplish in their role?

What do they care about?

What makes them excited? And scared?



SIDENOTE

The **Fear of Messing Up** (FOMU) by key personas can lead to you losing a deal to 'no decision.'

40-60% of B2B deals end that way.

See my **Closing Sales** guide to help you in those situations based on the Jolt Effect method.



Visit mcclurgmarketing.com/resources

Behavioural & Buying Signals

Look for patterns in how the champions behave before purchasing.

This might include attending tradeshows or conferences, contacting peers, or visiting particular online communities.

Where do they get industry information?

What's the **trigger** that drives the company to seek out a solution like yours? This helps you engage at the right time.

How do they find you? What's the best way to reach them?



Keep It Simple

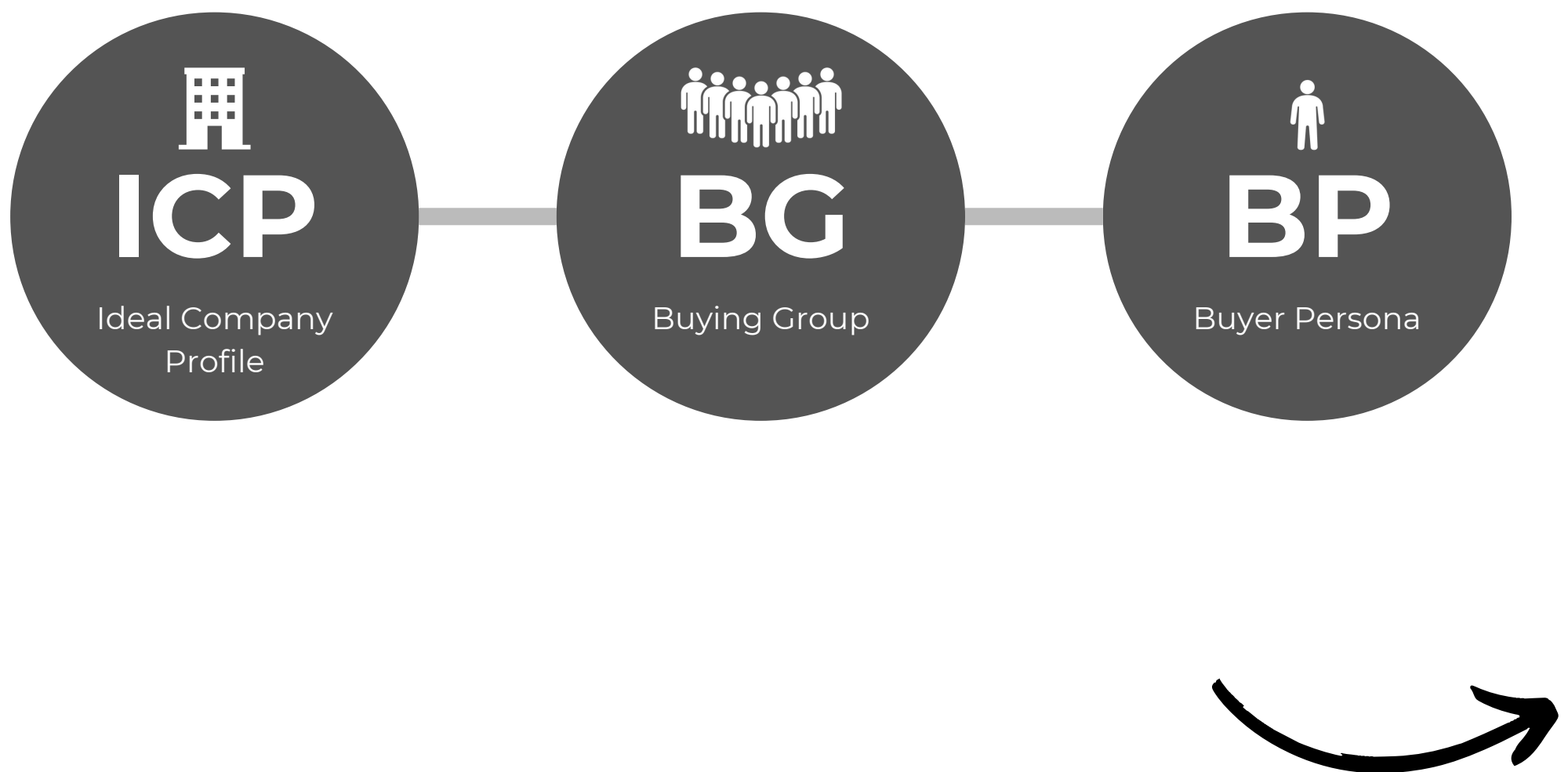
Some companies spend a lot of time fleshing out personas, identifying hobbies and interests, demeanour, personal characteristics, detailed demographics, and other deep insights.

My take?

Stick with the basics. You can always flesh these out further if they will help you target your marketing campaigns.



**Combine all three
of these elements
to help you define
your ideal
customers**



A well-defined ideal customer brings clarity to your team, driving:

- Focus on the most valuable customers and prospects.
- More efficient and effective marketing and sales strategies.
- Customer-centric product development and innovation.
- Improved customer experiences across all touchpoints.
- Higher retention and customer loyalty.



Know your
ideal customers.

It's the key to
precision targeting
and **growth.**



I help B2B companies with
marketing strategy and
execution guidance to compete
effectively and win.

mcclurgmarketing.com

Richard McClurg
Fractional CMO | Marketing Advisor

