

Go-to-Market Strategy Essentials: Your Roadmap to Success



Ideal Customer Profile (ICP) & Personas

Define who your ideal customers are. Understand their pain points, preferences, and decision-making processes to tailor your messaging and approach.

An **ideal customer profile (ICP)** acts as your north star, guiding strategic decisions from pricing to positioning, making it an essential concept to understand. - [Yael Davidowitz-Neu](#)

ICP creation steps

- 1: Pull together the right customer data.
- 2: Find your best current customers.
- 3: Determine how to get more of your best customers.
- 4: Validate and expand upon your findings.
- 5: Align your entire organisation around building and selling to a single customer.

Sample ideal customer profile

Company size		Company type	
Number of employees		Company stage	
Annual revenue		Industry	
Notes		Growth	
		Location	
Other relevant criteria			
Tech stack			
Deal size			
Products/ Services			
Company values			



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A B2B buyer persona template is a strategic tool used by product marketers to create detailed profiles of their ideal customers. These personas help in understanding the needs, motivations, and behaviors of different buyer segments within the B2B market. - [James Shaw](#)

Buyer persona steps

- 1: Gather data
- 2: Define the persona components
- 3: Segment your audience
- 4: Validate and refine
- 5: Integrate into your strategy
- 6: Update regularly

Sample buyer persona

NAME and photo 	DEMOGRAPHICS • Age • Job title • Industry • Company size • Annual revenue • Location • Education	BACKGROUND <i>History of the business and persona's career experience.</i>	PAIN POINTS <i>The issues that makes them an ideal customer.</i>
GOALS <i>What they need to achieve in their current role.</i>	CHALLENGES <i>What prevents them from achieving those goals.</i>	WHAT YOU CAN SOLVE FOR THEM <i>How can your solution help solve their challenges.</i>	MOTIVATORS <i>Summary of what persona needs to achieve and what will nudge them to take action.</i>
Notes:			

