

WORKBOOK

Creating your ideal customer profile



Mixology
DIGITAL

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Identify who your best customers are

Start by looking at data from your existing customers. Specifically:

- Long-term customers
- Largest accounts, or your most profitable deals
- Customers that have seen measurable ROI from your offering
- Accounts that have renewed contracts or bought from you again
- Customers who have a good working relationship with your team
- Customers who have helped you shape product or service development:

Who are your best customers?

Outline their main attributes

Now you know who your best customers are, make a note of their main attributes:

Customer name	Company size	Annual revenue	Industry	Location	Growth rate	Technology	Team size

Get feedback from your sales team

Supplement information about technology stacks and headcounts with context from your sales team.

Consider asking:

- What questions did they ask during the first sales call?
- What hurdles did they have to overcome during the sales process?
- How large and complex is their DMU? How easily did your product or offering integrate with their existing tools?
- How smooth was the adoption?

What core issues are your customers experiencing?

Get feedback from your customers

Think about how you can better understand the customer experience and consider asking your best customers:

- What problem(s) did your offering solve?
- How did they discover your business?
- What questions did they need to ask along the way?

What core issues are your customers experiencing?

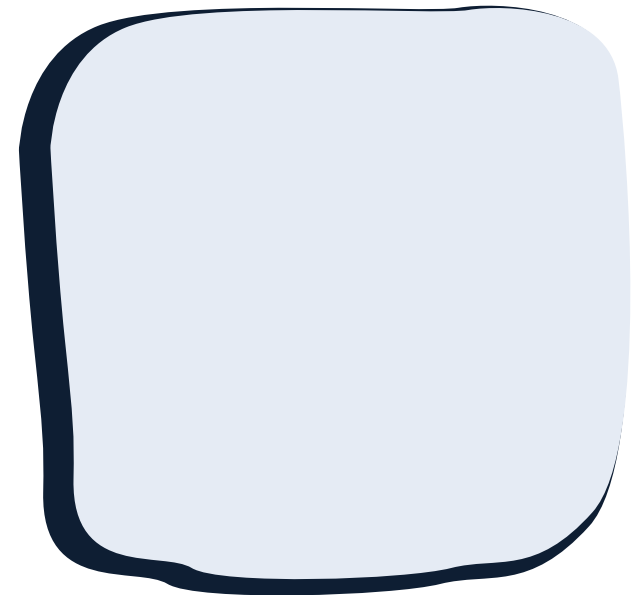
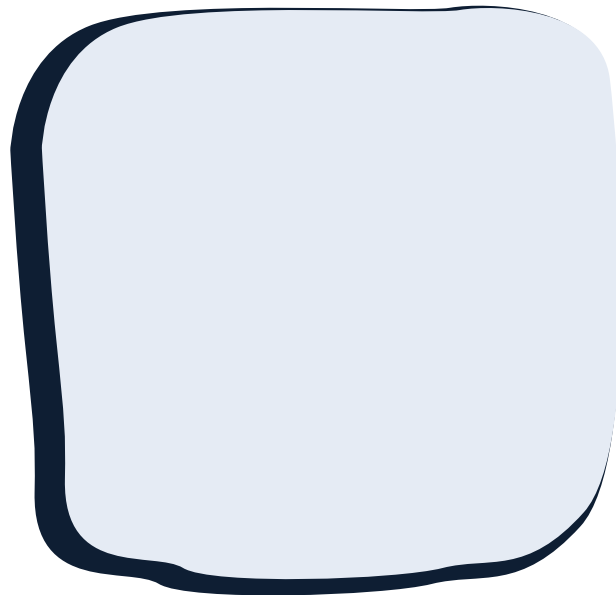
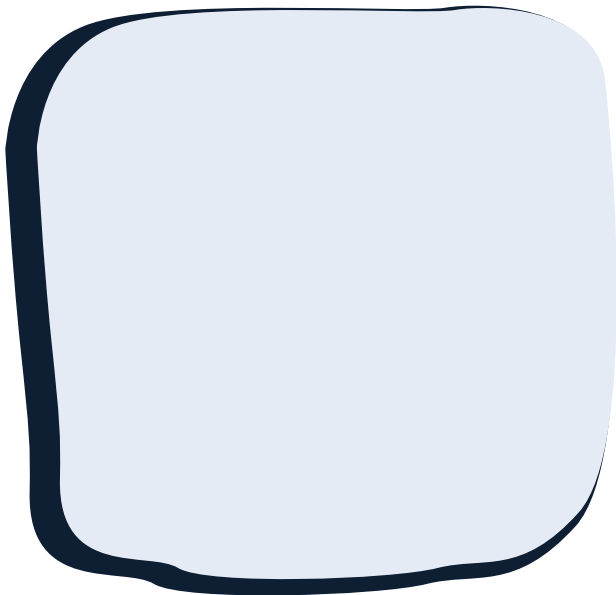
What's your unique selling proposition?

It's important to outline and document what makes you different to help guide marketing messages and support sales teams.

USP 1

USP 2

USP 3



Your ideal customer profile

Now you've collected the information you need, investigated how your product performs in the market and done your research, it's time to pull it all together into a finalised ICP.

Company size	
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Team size	
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Annual revenue	
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Company/department challenges & pain points	
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Industry	
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Notes on DMU	
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Location	
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Technology stack & implementation	
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Growth rate	
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Unique selling proposition	
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About Mixology Digital

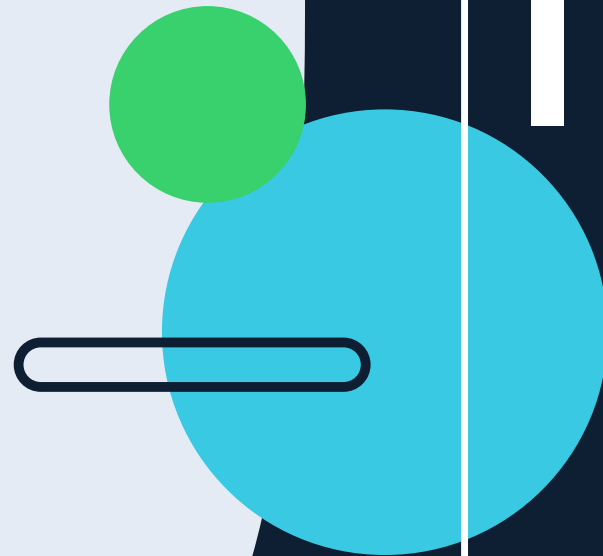
At Mixology Digital, we believe people are the most important part of every B2B interaction. With a focus on understanding your unique needs, we tailor our strategies to ensure your message resonates and engages.

Our team is passionate about helping you create impactful campaigns that foster meaningful connections. We prioritise personalised approaches, ensuring your marketing efforts are not just effective but also genuine.

With 95%+ data accuracy and our custom-built AI tool, discover how we go above and beyond to help you build powerful relationships with your target market. We're here to support you every step of the way, turning your vision into reality with a human touch.



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