Marketing Strategy

Decoding Strategic Decision-Making in Marketing

"When EVERYONE is Your Market, NO ONE is Your Market"



Dan S. Kennedy Author, The No-B.S. Series on Marketing

Demographic Geographic Psychographic

Developing the Ideal Customer Profile (ICP)

Ideal Customer Profile

What Does an Ideal Customer Profile Look Like?



According to a study by Hubspot*, organizations with a strong Ideal Customer Profile (ICP) achieve 68% higher account win rates.

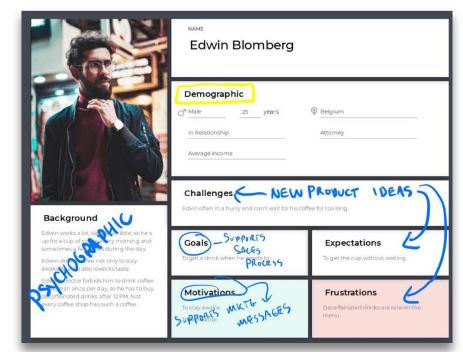


Image courtesy of peertopeermarketing.co

The Best Marketing is Data-Driven

Marketing is a game of numbers, so there's no excuse for not letting the data tell you where to focus.

What Do They Want?

It's not just about creating new products, but also focusing on the products that are the most profitable for the company.

The 3 Uniques

Creating distinction in the marketplace

Matching Message to Market

WHO are we selling to? WHAT are we selling them? WHY do they want it? **At Your Service**

Feel free to ask any questions



