

Marketing Strategy

Decoding Strategic Decision-Making in Marketing



Who is Your Market?

**“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?

68% ↑

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

NAME
Edwin Blomberg

Demographic

♂ Male 25 years 📍 Belgium

In Relationship _____ Attorney _____

Average income _____

Challenges ← NEW PRODUCT IDEAS
Edwin often in a hurry and can't wait for his coffee for too long.

Background
Edwin works a lot, sleep a little, so he's up for a cup of coffee every morning and sometimes a few during the day.
Edwin drinks coffee not only to stay awake, but he also loves its taste.
Edwin's doctor forbids him to drink coffee more than once per day, so he has to buy decaffeinated drinks after 12 PM. Not every coffee shop has such a coffee.

Goals — SUPPORTS SALES PROCESS
To get a drink when he needs to

Expectations
To get the cup without waiting.

Motivations
To stay awake
SUPPORTS MKTG MESSAGES

Frustrations
Decaffeinated drinks are rare on the menu.

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



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