



A Legal Service Provider's Guide to Creating an Ideal Customer Profile (ICP)

An ideal customer profile is a description of the company -- not the individual buyer or end user -- that's a perfect fit for your organization's services. This is the firmographic, environmental, and behavioral attributes of the accounts you expect to be your best-fit customers.

Why do you need to develop an ICP?

Ultimately, if you don't invest enough in your ICP, you could end up with a false list of target accounts— leading to wasted business development and marketing dollars.

It's not just a tool for your sales team, however. An ideal customer profile might also be used by product teams as a way of testing whether they're including the right features and developing the right add-ons. It's important that all groups working together on a particular product or service have a common idea of who the ideal customer is.

Ready to create your ICP?

Our checklist is a great place to get started. In these 4 steps, you'll see how to gather data, do customer research, put that data to good use, and create and maintain ICPs that empower your organization's marketing strategy.

Step 1 : Gather current customer data from online sources


Your ICP should be based on real data, not guesswork. Here are some ideas on where to find the data you've already collected on your customers:

- ✔ **Data from Google Analytics:** This tells you how customers interact with your website. Pay special attention to customer behavior on service pages. Find answers to the following questions:
 - What content is attracting the most attention?*
 - Which landing pages are converting the most visitors?*
 - How do visitors find your website?*
- ✔ **Data from your CRM:** The most important information about the law firms and companies you work with will be in your CRM: industry, annual revenue, number of employees (companywide and within key departments), geography, technology they use, etc.
- ✔ **Data from lead generation forms:** What are prospective customers telling you about themselves when they fill out your lead gen forms?
- ✔ **Intent data from Bombora and other 3rd party companies:** Leverage Bombora to find data about your customers' observed behavior - specifically web content consumption- that provides insights into their interests.

Step 2 : Interview your current customers

To gather real data about real customers, go directly to the source. Here's a checklist to help you get through customer interviews:

 **Decide which customers you want to interview:** Start with your high-value and high-engagement customers.

 **Ask the right questions:** The goal here is to learn more about your customers' buying process: how they discovered your company and why they decided to choose you. Here are a few questions you can ask to learn more about their buying process:

How much research do they do before committing to your company?

Do they rely on referrals?

How did they hear about your company?

Who makes the purchasing decision?

Do they require approval by a committee?

Why did they decide to sign with your firm in the first place?


Why do they continue to use your services?

You should also try to learn about your customer's specific pain points and how your product/service solves them.


What are their major pain points?


What is the primary problem they need solved?


What solution does your service provide?

 **Conduct multiple interviews:** The exact number will depend on how many ICPs you want to create, but generally the more interviews you have the easier it will be to spot patterns.

 **Record interviews so you can go back and decipher the answers:** You can record interviews on Zoom and transcribe them using services like Rev.

 **Create an online survey for customers:** If your customers are too busy to chat, give them the option to fill out a quick survey.

 **Gather answers together in a spreadsheet:** Having a single source of truth will help you analyze the data later on. Import survey answers to a spreadsheet, and record the answers to interview questions there as well.

 **Keep interviewing until you're able to see patterns in the answers:** When you can predict how a customer will respond to a certain question, you have enough data to work with.

Step 3 : Gather insights from customer-facing teams

Sales teams and account executives have the most direct interaction with clients and prospects. So, include their insights when building ICPs:

- ✔ **Get information about leads from your sales team:** The information your sales team gets during calls with prospective customers can tell you about your leads' businesses, pain points, and buying process.
- ✔ **Talk to the account executives about their experiences working with customers:** The sales reps can tell you about customers' pain points and which customers they have the most success working with. Find out if there are specific customers that likely need other services (look for opportunities to cross-sell).

Step 4: Identify Ideal Customer Characteristics

Once you've conducted the interviews and collected the data, look for common threads among your most successful customers. Try to identify any recurring patterns or characteristics shared by your best customers and use this to inform your ICP.

- ✔ **Determine whether one (or more) common profiles are emerging in the data:** If you see two or more common patterns for the questions, it may be necessary to create more than one ICP for your firm.

Step 5: Create your ideal customer profile(s)

Your ideal customer profiles are almost ready. All you have to do is put them together into the ICP framework. Here's an example of what your complete ICP might look like:



Target Market

Law Practice
Works with mid-size and enterprise-size customers



Verticals

Legal Services
Professional Services



Geography

US



Annual Revenue

\$25,000,000+



Internal Influencers

CMO, CIO, COO



Motivators

Increase business revenue and profits
Create more efficient processes through automation
Increase productivity, while reducing costs
Maintaining a competitive advantage through innovation and new technology



Challenges/ Pain Points

Generating high-quality leads
Losing time to data entry
Getting buy-in from internal stakeholders



Fears

Making bad purchase decision, lack of adoption



Content Preferences

In-depth white papers, videos, case studies

You've built your Ideal Customer Profile... Now What?

By the time you've finished developing your ICP, you should have a clear picture of the environment in which your ideal customer is operating, the pain points they feel, and the goals they are trying to achieve.

If you need help developing a marketing strategy in order to effectively reach and sell your products or services to law firms, we can help. We help legal service providers hit their numbers and grow. Get in touch with our marketing team and learn why we're the marketing agency of choice for legal service providers.

Contact us to learn more.