



# A Law Firm's Guide to Creating an Ideal Client Profile (ICP)

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

## Why do you need to develop an ICP?

If you want to build an account-based marketing (ABM) strategy that helps you win big, developing a strong ICP is critical. 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.

## 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 client research, put that data to good use, and create and maintain ICPs that empower your law firm's ABM strategy.

## Step 1 : Gather current client 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 clients:

- ✔ **Data from Google Analytics:** This tells you how clients interact with your website. Pay special attention to client behavior on practice area 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 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 clients 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 clients' observed behavior - specifically web content consumption- that provides insights into their interests.

## Step 2 : Interview your current clients

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



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



**Ask the right questions:** The goal here is to learn more about your clients buying process: how they discovered your firm 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 firm?*

*Do they rely on referrals?*

*How did they hear about your law firm?*

*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 client's specific pain points and how your firm 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 clients:** If your clients 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 client will respond to a certain question, you have enough data to work with.

## Step 3 : Gather insights from client-facing teams

Business development teams and the lawyers themselves have the most direct interaction with clients and prospects. So, include their insights when building ICPs:



**Get information about leads from your business development team:** The information your business development team gets during calls with prospective clients can tell you about your leads' businesses, pain points, and buying process.



**Talk to the lawyers about their experiences working with clients:** The attorneys can tell you about clients' pain points and which clients they have the most success working with. Find out if there are specific clients that likely need other services (look for opportunities to cross-sell).

## Step 4: Identify Ideal Client Characteristics

Once you've conducted the interviews and collected the data, look for common threads among your most successful clients. Try to identify any recurring patterns or characteristics shared by your best clients 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 client profile(s)

Your ideal client 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:



### Industry

Banking, Healthcare, Insurance, Transportation, Real Estate



### Geography

United States, Canada, U.K., Germany, France



### Employee Headcount

Up to 1000 employees



### Revenue

\$20 - \$50 million



### Decision-Making Factors

C-level executives and In-house counsel



### Pain Points

Privacy/Security and Technology Development, Protecting Intellectual Property, and Securing Capital



### Business Objectives

Grow client base as large as possible  
Sell to a larger company

No matter how you craft your ICP, do not go it alone with your marketing team. Business development and client services must be involved from the beginning so the common language is defined and understood. Once you're done -- though you're never really done, because ABM is a continuous feedback loop -- make sure to circulate your ICP across your law firm so everyone is aligned as #OneTeam.

## Do you need help getting your ABM strategy off the ground?

At Good2bSocial, we are well-versed in how to run successful account-based marketing campaigns for law firms.

Our ABM Accelerator™ solution will take your ABM strategy from conception and planning to full-scale deployment and execution, including custom content and campaigns designed for specific target accounts and personas.



[Contact us to learn more.](#)