The

IDEAL CUSTOMER PROFILE

Template

Omneya Nabil

INTRODUCTION

Clearly defining your ideal customers will help you attract and retain only those who are likely to benefit from (and purchase) your product or service. And this **Ideal Customer Profile (ICP) Template** is designed for just that. To help you identify and better understand your customers.

Use this template, along with the **ICP Scorecard** at the end, to support your go-to-market (GTM) strategy and ensure your marketing efforts are always directed to the right people—at the right time and place.

WHAT IS AN IDEAL CUSTOMER PROFILE (ICP)?

An Ideal Customer Profile (ICP) is a detailed description of the type of customer who would gain the most value from your product or service and, in turn, provide value to your business.

This profile includes a customer's demographics, psychographics, behaviours, pain points, goals, and other characteristics that we'll cover in the next section.

WHO THIS TEMPLATE IS FOR

This ICP template is designed for marketers, sales executives, and business owners who need to identify their ideal customers and understand where they're really coming from.

Although mainly used by B2B companies, ICPs have also recently become popular among B2C companies.

That's because the level of detail they go into can help you define and refine your customer acquisition strategy and support the creation of more effective sales and marketing initiatives.

HOW TO BEST USE THIS TEMPLATE

1. **Fill out the ICP criteria:** Complete each section with detailed information about your ideal customer. If you have more than one customer, create a separate profile for each.

2. **Get team buy-in:** Share and discuss your ICPs with your team to ensure they truly reflect your target audience.

3. **Align your strategies:** Use the insights from your ICPs to create your GTM strategy and customise your marketing and sales initiatives. This will help you stay focused on attracting and retaining only your ideal customers.

4. **Review and refine:** As your business goals evolve and you have more insights about both your customers and market, make it a habit to revisit your ICPs. Quarterly is an ideal goal.

5. **Use the ICP Scorecard:** For every new lead or prospect, create an ICP Scorecard and use it to rank them based on how closely they align with your ideal customer profile.
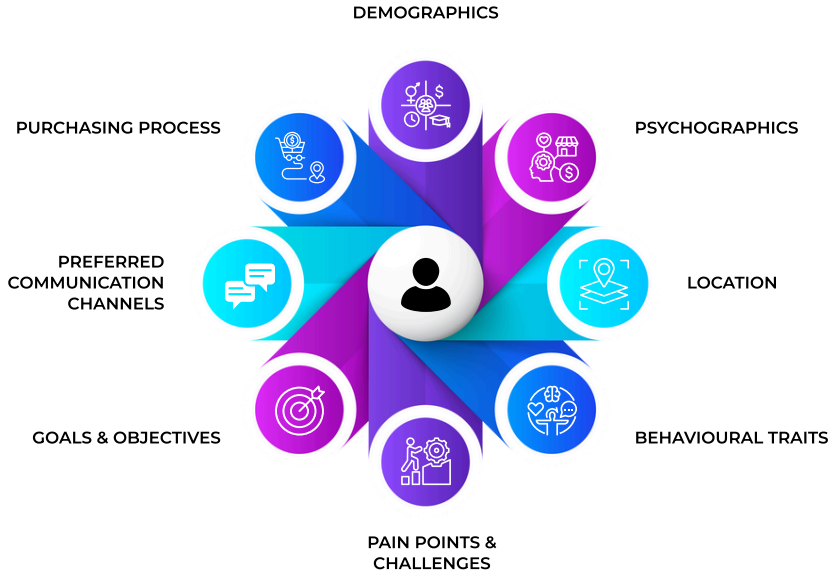
1. Demographics: Knowing your ideal customer's demographics helps you create products and craft messages that address their challenges and needs.

2. Psychographics: Psychographic information provides deeper insights into what motivates your customers. This helps you create personalised campaigns that resonate with them.

3. Location: Knowing where your customers are located allows you to target your audience more effectively (through, for example, location-based advertising or customised promotions).

4. Behavioural traits: Understanding customer behaviour allows you to create realistic customer journeys, improve your product/service offerings, and increase customer retention.

5. Pain points & challenges: Identifying and addressing challenges and pain points help ensure that your offerings are relevant and valuable to your customers.

6. Goals & objectives: Aligning your product or service with the goals of your customers will help you establish a much stronger connection and increases the perceived value of your offerings.

7. Preferred communication channels: Using your customers' preferred communication channels ensures your marketing messages reach them in the most effective and convenient way.

8. Purchasing process: Understanding the purchasing process helps you tailor your sales pitch, provide the right information at the right time, and reduce friction when buying.

THE ICP TEMPLATE

Fill out each section of this template with specific details about your target audience. The more information you include, the closer you'll get to your ideal customer.

If you have more than one target audience, create a profile for each.

Name:

DEMOGRAPHICS

Age:

Gender:

Marital Status:

Education:

Job Title:

Income:

PSYCHOGRAPHICS

Interests & Hobbies:

Values & Beliefs:

Lifestyle:

Opinions:

LOCATION

Country:

City:

Neighbourhood:

Preferences:

BEHAVIOURAL TRAITS

Shopping Habits:

Product Usage:

Brand Loyalty:

PAIN POINTS & CHALLENGES

Primary Pain Points:

What keeps them up at night:

How my product/service addresses these:

GOALS & OBJECTIVES

Personal Goals:

Professional Goals:

Lifestyle Improvements:

COMMUNICATION CHANNELS

Social Media Platforms:

Personal Communication:

Business Communication:

PURCHASING PROCESS

Decision-Making Factors:

Typical Purchase Timeframe:

Purchase Influences:

Feeling stuck? The examples on the following pages can help guide your thinking.

This is a sample Ideal Customer Profile for a real estate prospect. It describes Adam, a married man with two kids, who is in the market to purchase a family home.

Adam

DEMOGRAPHICS

Age: **45**

Gender: **Male**

Marital Status: **Married with 2 kids**

Education: **Bachelor's degree**

Job Title: **Software engineer**

Income: **750k - 900k/year**

PSYCHOGRAPHICS

Interests & Hobbies: **Outdoor sports, technology gadgets**

Values & Beliefs: **Family-oriented, values education and stability**

Lifestyle: **Prefers suburban living, prioritises work-life balance**

Opinions: **Believes in investing in quality, cautious about financial decisions**

LOCATION

Country: **Egypt**

City: **Cairo**

Neighbourhood: **New Cairo**

Preferences: **Suburban neighbourhoods with good schools and sports clubs in proximity**

BEHAVIOURAL TRAITS

Shopping Habits: **Researches online, prefers to visit properties in person, consults with family before buying**

Product Usage: **prefers modern amenities and smart features**

Brand Loyalty: **Favours well-known and trusted developers**

PAIN POINTS & CHALLENGES

Primary Pain Points: **High property prices, limited number of family-friendly homes, concerns about nearby school quality**

What keeps him up at night: **Balancing budget with desired amenities, navigating the competitive real estate market**

How my product/service addresses these: **Offers competitive pricing and extensive listings in family-friendly neighbourhoods**

GOALS & OBJECTIVES

Personal Goals: **Provide a comfortable home for his family, achieve homeownership within budget**

Professional Goals: **Find a home with a dedicated home office space for remote work**

Lifestyle Improvements: **Improve family's quality of life with more space and better neighbourhood amenities**

COMMUNICATION CHANNELS

Social Media Platforms: **Facebook, LinkedIn**

Personal Communication: **Calls, WhatsApp, FB Messenger**

Business Communication: **Email, Slack**

Resources: **Developer websites, SMS, real estate listing websites, FB groups**

PURCHASING PROCESS

Decision-Making Factors: **Property price, neighbourhood quality, proximity to good schools and clubs, modern amenities**

Typical Purchase Timeframe: **6-12 months**

Purchase Influences: **Online property listings, recommendations from friends and family, consultations with real estate agents**

ICP EXAMPLE 2 - SAAS

This is a sample Ideal Customer Profile for a CRM platform prospect. It describes Sara, a small business owner who is in the market to purchase a cloud-based CRM platform.

Sara

DEMOGRAPHICS

Age: **37**

Gender: **Female**

Marital Status: **Married**

Education: **Master's degree**

Job Title: **CEO & Founder**

Income: **500k - 750k/year**

PSYCHOGRAPHICS

Interests & Hobbies: **Technology, travelling**

Values & Beliefs: **Believes in innovation, values customer relationships, prioritises efficiency**

Lifestyle: **Balances work and family, invests in business growth, actively seeks out new tools**

Opinions: **Open to adopting new technologies, prefers user-friendly and scalable solutions, values data-driven decisions**

LOCATION

Country: **Egypt**

City: **Cairo**

Neighbourhood: **Downtown**

Preferences: **Business hubs with nearby residential and commercial areas**

BEHAVIOURAL TRAITS

Shopping Habits: **Researches extensively online, reads reviews, seeks recommendations from business contacts and acquaintances**

Product Usage: **Uses a range of business tools and software, prefers integrated systems**

Brand Loyalty: **Favours brands known for excellent customer support and reliable performance**

PAIN POINTS & CHALLENGES

Primary Pain Points: **Difficulty managing customer data, fragmented communication tools, inefficient sales processes**

What keeps her up at night: **Limited time and resources for extensive research and implementation, concerns about cost and ROI**

How my product/service addresses these: **A comprehensive, easy-to-implement CRM solution with robust data management and integration capabilities, backed by excellent customer support**

GOALS & OBJECTIVES

Personal Goals: **Achieve a balanced and fulfilling work-life balance**

Professional Goals: **Simplify customer relationship management, improve sales efficiency, improve customer satisfaction**

Lifestyle Improvements: **Reduce time spent on administrative tasks, focus more on business development**

COMMUNICATION CHANNELS

Social Media Platforms: **Facebook, LinkedIn**

Personal Communication: **WhatsApp, FaceTime**

Business Communication: **Email, Slack**

Resources: **Business technology blogs, CRM solution websites, tech products' review websites, LinkedIn groups**

PURCHASING PROCESS

Decision-Making Factors: **CRM platform features, ease of use, integration capabilities, customer support, pricing**

Typical Purchase Timeframe: **1-3 months**

Purchase Influences: **Online reviews, recommendations from business peers, product demos and trials, consultation with CRM vendors**

This is a sample Ideal Customer Profile for a gym prospect. It describes Aya, a marketer and health enthusiast looking for a new gym that meets her fitness needs.

Aya

DEMOGRAPHICS

Age: **29**

Gender: **Female**

Marital Status: **Single**

Education: **Bachelor's degree**

Job Title: **Marketing manager**

Income: **600k - 750k/year**

PSYCHOGRAPHICS

Interests & Hobbies: **Fitness, yoga, healthy eating, outdoor activities, socialising**

Values & Beliefs: **Health and wellness, personal growth**

Lifestyle: **Regularly attends fitness classes, follows a balanced diet, active on social media**

Opinions: **Believes in maintaining a healthy work-life balance**

LOCATION

Country: **Egypt**

City: **Cairo**

Neighbourhood: **Sheikh Zayed**

Preferences: **Nearby suburban areas with no traffic congestion**

BEHAVIOURAL TRAITS

Shopping Habits: **Researches gyms online, reads reviews, prefers gyms with modern equipment and a variety of classes**

Product Usage: **Uses gym facilities 4-5 times a week, participates in group classes, values cleanliness and equipment quality**

Brand Loyalty: **Loyal to brands that offer excellent customer service and a friendly community**

PAIN POINTS & CHALLENGES

Primary Pain Points: **Finding a gym with flexible hours, avoiding crowded facilities, accessing diverse fitness classes**

What keeps her up at night: **Balancing work schedule with gym time, finding a gym that offers a supportive community**

How my product/service addresses these: **Provides 24/7 access, a wide range of fitness classes, and a welcoming community**

GOALS & OBJECTIVES

Personal Goals: **Improve overall fitness, maintain a healthy lifestyle, meet like-minded individuals**

Professional Goals: **Manage stress through regular exercise, maintain energy levels for work**

Lifestyle Improvements: **Achieve a balanced and active lifestyle, integrate fitness into daily routine**

COMMUNICATION CHANNELS

Social Media Platforms: **Instagram, Facebook, Tik Tok, fitness apps**

Personal Communication: **WhatsApp, FB Messenger**

Business Communication: **Email, Slack**

Resources: **Fitness and wellness blogs, gym websites, gym Instagram pages, fitness influencer SM profiles**

PURCHASING PROCESS

Decision-Making Factors: **Gym location, membership cost, range of classes, quality of equipment, community vibe**

Typical Purchase Timeframe: **2-4 weeks**

Purchase Influences: **Online reviews, recommendations from friends, social media feedback, trial memberships**

THE ICP SCORECARD

Your ICPs serve as a blueprint for the types of customers you want to target. But, it's the **ICP Scorecard** that helps you evaluate individual leads or prospects based on your pre-defined profiles.

By defining and scoring each of your leads or prospects against the benchmarks below, you can identify whether they are an ideal fit, working fit, or no fit for your business.

This isn't just about filtering leads—it's about focusing your time, resources, and efforts where they'll have the maximum impact. And, in turn, minimise your customer acquisition cost.

	NO FIT	WORKING FIT	IDEAL FIT	SCORE
	0 Points	1 Point	2 Points	POINTS
NEED	Prospect has no current or clear need for the product/service ☐	Prospect has a general interest in the product/service but no urgency ☐	Prospect has a strong, urgent need for the product/service ☐	
BUDGET	Prospect cannot afford the product/service ☐	Prospect can afford the product/service but needs justification ☐	Prospect has a budget and is ready to invest in the product/service ☐	
TIMELINE	Prospect has no immediate plans to make a purchase ☐	Prospect has plans to purchase within 4-12 months ☐	Prospect has plans to purchase within the next 1-3 months ☐	
AUTHORITY	Prospect is not the main decision-maker ☐	Prospect needs advise or approval from others ☐	Prospect is the sole decision-maker ☐	

TOTAL POINTS
Out of possible 8

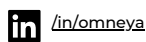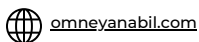*Higher scores indicate a closer match to your ideal customer profile*

THE IDEAL CUSTOMER PROFILE TEMPLATE

Found this useful? Here are some other resources you might like.

The
CONTENT BRIEF
Template

Omneya Nabil

The
JOBS TO BE DONE
Framework

Omneya Nabil

The
BRAND POSITIONING STATEMENT
Template

Omneya Nabil

About Omneya Nabil

Omneya is a content strategist and copywriter with 19 years of experience working on both the agency and client side. To date, she has helped more than 75 brands in North America, Europe, and the Middle East achieve their content goals.

🌐 **omneyanabil.com**   in **/in/omneya**

Omneya Nabil