

ICP + Message + Channel Template For B2B Tech Marketing



1. Define Your ICP (Ideal Customer Profile)

Fill in the fields.

Company Characteristics:

Industry: _____

Company size (revenue / employees): _____

Geography / regions: _____

Tech stack (if relevant): _____

Decision-Making Unit (DMU):

Key buyer role(s): _____

Influencers / users: _____

Procurement / finance role(s): _____

Trigger Events / Buying Signals

What makes them look for a solution like ours?

Regulation changes

Funding rounds / M&A

New product launch

Workforce / infrastructure scaling

Other: _____

2. Message Building (Value Proposition Framework)

Persona / Role	Pain Point	Your Value Proposition	Proos / Social Proof	CTA
Example CIO	Rising IT costs	"We reduce infra spend by 30% in 6 months"	Customer X cut €2M costs	"Book a cost audit"

3. Channel & Content Mix

Funnel Stage	Channel (s)	Example Tactics	KPI's
Awareness	LinkedIn Ads / SEO / Blog	Educational guides, thought leadership, comparison blog	CTR, Reach, Time on Page
Consideration	Webinars / Email nurture / SEM	Case studies, ROI calculator, gated whitepapers	CPL, Landing Page Conv. Rate
Decision	SDR outreach + Retargeting (LinkedIn/Google)	Demos, Free trial offers, 1:1 consults	SQLs, Opps Created, CAC

4. Priority Channels for THIS Campaign

- Google Search (SEM)
- LinkedIn (ads + organic)
- Email marketing (nurture, outreach)
- Landing page / microsite
- Content syndication / ABM platforms
- Other: _____

5. Metrics & KPIs

Lead goals: _____ MQLs in _____ months

Conversion targets:

Landing page: ____%

Email open rate: ____%

CPL: €_____

Pipeline impact: €_____ in influenced pipeline

**If you need more help,
just contact C-Mimmi-O.**