

Discover Your Ideal Customer Profile (ICP) Quiz

Understanding your Ideal Customer Profile (ICP) is essential for crafting effective marketing strategies and delivering targeted messages. Take this quiz to pinpoint your perfect customer and elevate your brand strategy!

1. What age group does your business primarily serve?

- A) 18-24
- B) 25-34
- C) 35-44
- D) 45-54
- E) 55+

2. What is the primary gender of your customers?

- A) Female
- B) Male
- C) A mix of both

3. What is the average annual income of your customers?

- A) Less than \$30,000
- B) \$30,000 - \$50,000
- C) \$50,000 - \$75,000
- D) Over \$75,000

4. What type of products or services do your customers typically purchase from your store?

- A) Clothing and accessories
- B) Home goods and decor
- C) Health and beauty products
- D) Specialty foods and beverages

- E) Other

5. How often do your customers visit your store?

- A) Daily
- B) Weekly
- C) Monthly
- D) Occasionally (few times a year)

6. What motivates your customers to shop at your store?

- A) Quality of products
- B) Price and discounts
- C) Unique and exclusive items
- D) Customer service and experience
- E) Convenience and location

7. How do your customers typically find out about your store?

- A) Word of mouth
- B) Social media
- C) Local advertisements (newspapers, flyers)
- D) Walk-by traffic
- E) Other

8. What type of promotions do your customers respond to best?

- A) Discounts and sales
- B) Loyalty programs
- C) Exclusive events and previews
- D) Free samples and giveaways

9. What is the most important value to your customers?

- A) Quality

- B) Affordability
- C) Uniqueness
- D) Customer service

10. What is the primary reason your customers choose your store over competitors?

- A) Product quality and selection
- B) Pricing and promotions
- C) Personalized customer service
- D) Store ambiance and experience

Scoring Your Results:

- **Mostly A's:** Your ideal customers are younger, value affordability and convenience, and respond well to discounts and sales. Focus on maintaining a strong social media presence and leveraging word-of-mouth marketing.
- **Mostly B's:** Your ideal customers are young adults who appreciate unique and exclusive items. Highlight your store's unique offerings and create engaging loyalty programs.
- **Mostly C's:** Your ideal customers are in their mid-30s to mid-40s, prioritize quality and customer service, and are motivated by personalized experiences. Emphasize high-quality products and exceptional service.
- **Mostly D's:** Your ideal customers are older adults who value quality and unique items, and respond well to exclusive events and personalized service. Focus on creating a premium shopping experience and fostering a loyal customer base.

Next Steps:

1. **Analyze Your Results:** Use these insights to refine your marketing messages and outreach strategies.
2. **Create Targeted Campaigns:** Develop campaigns that speak directly to the needs and values of your ideal customers.

- 3. Continuously Refine:** Regularly revisit your ICP as your business evolves to ensure your marketing remains aligned with your target audience.

By understanding your Ideal Customer Profile, you can tailor your marketing efforts more effectively, leading to better engagement and increased sales.

Example Customer Personas

Persona A: The Young, Community-Focused Educator

Name: Jasmine Jones

Age: 28

Gender: Female

Income: \$27,000 - \$40,000

Occupation: Elementary School Teacher

Location: Rural Area

Shopping Frequency: Weekly

Product Interests: Specialty foods and beverages

Motivation: Customer service and experience

Preferred Communication Channel: Local advertisements, word of mouth

Background: Jasmine is a young, dedicated elementary school teacher living in a rural area. She has a moderate income and is passionate about supporting her local community. Jasmine values high-quality specialty foods and beverages and enjoys shopping at local stores that provide a personal touch. She appreciates personalized customer service and the friendly, welcoming atmosphere of her favorite local shops. Jasmine often hears about new products and promotions through local advertisements and word of mouth from friends and family.

Marketing Strategy:

- Focus on creating a welcoming store atmosphere with friendly, personalized service.
- Advertise in local newspapers, community bulletins, and on local radio stations to reach local shoppers.
- Host community events, tastings, or workshops to attract and engage loyal customers.
- Offer referral discounts or incentives to encourage word-of-mouth marketing.
- Highlight any community involvement or support for local causes in your advertising and store signage.

Key Messaging:

- Emphasize the quality and uniqueness of your specialty foods and beverages.
- Promote the sense of community and personal connection customers can expect when shopping at your store.
- Share stories of your staff and local suppliers to create a deeper connection with customers.
- Offer affordable options and promotions that cater to budget-conscious shoppers like Jasmine.

Persona B: The Unique Finds Enthusiast

Name: Olivia Martinez

Age: 35

Gender: Female

Income: \$50,000 - \$75,000

Occupation: Graphic Designer

Location: Suburban Area

Shopping Frequency: Monthly

Product Interests: Home goods and decor

Motivation: Unique and exclusive items

Preferred Communication Channel: Local advertisements, social media

Background: Olivia is a creative professional who loves to find unique home goods and decor items to personalize her space. She has a comfortable income and enjoys discovering exclusive pieces that stand out. Olivia often learns about new stores through local advertisements and enjoys following her favorite shops on social media for updates on new arrivals.

Marketing Strategy:

- Highlight unique and exclusive products in local ads and social media posts.
- Host exclusive events or previews for loyal customers.
- Create visually appealing displays that showcase your unique items.

Persona C: The Quality Seeker

Name: Sarah Lee

Age: 42

Gender: Female

Income: Over \$75,000

Occupation: Lawyer

Location: Urban Area

Shopping Frequency: Occasionally (few times a year)

Product Interests: Health and beauty products

Motivation: Quality and customer service

Preferred Communication Channel: Word of mouth, in-person recommendations

Background: Sarah is a successful lawyer who values high-quality health and beauty products. She has a high income and is willing to invest in premium items. Sarah prefers shopping at stores that offer excellent customer service and knowledgeable staff. She

often relies on recommendations from friends and in-person experiences to discover new products.

Marketing Strategy:

- Emphasize the quality of your products through in-store demonstrations and samples.
- Train staff to provide exceptional customer service and personalized recommendations.
- Encourage word-of-mouth referrals by offering referral discounts or incentives.

Persona D: The Loyal Local

Name: Karen Roberts

Age: 50

Gender: Female

Income: \$50,000 - \$75,000

Occupation: Registered Nurse

Location: Rural Area

Shopping Frequency: Weekly

Product Interests: Specialty foods and beverages

Motivation: Customer service and experience

Preferred Communication Channel: Local advertisements, word of mouth

Background: Karen is a dedicated registered nurse living in a rural area. With a stable and respectable income, she values high-quality specialty foods and beverages and enjoys supporting local businesses. Karen appreciates personalized customer service and the friendly, welcoming atmosphere of her favorite local stores. She often learns about new products and promotions through local advertisements and word of mouth from friends and neighbors.

Marketing Strategy:

- **Welcoming Atmosphere:** Focus on creating a welcoming store environment with friendly, personalized service that makes customers feel valued and appreciated.
- **Local Advertising:** Advertise in local newspapers, community bulletins, and on local radio stations to reach local shoppers effectively.
- **Community Engagement:** Host community events, tastings, or workshops to attract and engage loyal customers and create a sense of community.
- **Referral Programs:** Offer referral discounts or incentives to encourage word-of-mouth marketing and attract new customers.
- **Community Involvement:** Highlight any community involvement or support for local causes in your advertising and store signage to build a stronger connection with your customers.

Key Messaging:

- **Quality and Uniqueness:** Emphasize the quality and uniqueness of your specialty foods and beverages to appeal to Karen's preferences.
 - **Community Connection:** Promote the sense of community and personal connection customers can expect when shopping at your store.
 - **Staff and Supplier Stories:** Share stories of your staff and local suppliers to create a deeper connection with customers.
 - **Affordable Options:** Offer a range of affordable options and promotions that cater to budget-conscious shoppers like Karen.
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Need help filling this out? Schedule a 1:1 with me [here](#).