

The Ideal Customer Questionnaire

Know your client at a glance

Why do you need this?

This one pager provides a quick snapshot of who you are creating content for and serves as a guiding start for your content creation team.

Tips:

- Keep it as concise as possible so it can be easily shared, and understood, by fellow team members.
- We strongly recommend you focus on one ideal customer at a time. Sometimes, however, you might need to target more than one *Ideal Customer* at a time due to the complex decision-making process in the B2B tech space.

Note: If you are adopting an Account-Based Marketing Strategy...

you'll need to ask the below questions to as many leads at your target accounts as possible, so that you can accurately customize content to their needs. Documenting these answers will also be beneficial to understanding the trend across accounts.

Good luck!

Caroline

The GDS Ideal Customer One Pager

[Company name], [enter Quarter + Year]

Google Doc format [here](#) (you will need to make a copy)

Job Title: [Enter answer here]

Top #3 frustrations:

1. [Frustration #1]
2. [Frustration #2]
3. [Frustration #3]

What are they currently doing to mitigate these frustrations?

[Enter answer here]

How do they measure success?

[Enter answer here]

How would they feel if their frustrations were solved?

[Enter answer here]

How do they like to consume content to help them with their day-to-day job?

[Enter answer here]