EVERSTRING

5 WAYS
TO EXECUTE
AGILE MARKETING

Every B2B marketing team needs to be agile. Many aspects of marketing are constantly in motion: your competitors, your customers, your product, even your own sales team and MarTech stack. In fact, your only constant is change – especially in a highgrowth company. It's a given that marketing plans need to adapt and evolve as new insights and information come to light.

This agility even extends to your "ideal customer profile" (ICP). If your CEO is expecting growth, you need to be actively exploring tools and technologies that help you spot new opportunities, and help you define and act on those changes to your customer base.

HERE ARE 5 BEST WAYS
TO STAY AGILE WITH YOUR ICP

5 WAYS TO EXECUTE AGILE MARKETING

1 BE REALISTIC AND DATADRIVEN WITH YOUR ICP

An ICP aligns marketing and sales around companies that struggle with the problems your company's solution can solve today. If your objective is to sell more this quarter, you need to be brutally honest about where you're at right now. Bottom line: It's not the time to be aspirational. Taking a datadriven approach is a great way to remove biases and wishful thinking from your ICP. Your customers, especially your most recent wins, provide a good foundation. However, if you try to do this with just basic firmographics, it will fall short. You need to be able to see factors that truly separate those who are a "highfit" to your desired profile from those who aren't.

AI solutions for B2B sales and marketing like EverString quickly synthesize large quantities of data elements about every potential company and quickly identify all companies who are most similar to your ICP. These solutions also keep you nimble because they can incorporate far more data elements, do it on a continuous basis and analyze it far faster than any person can.

2 CREATE A FORWARDLOOKING ICP

Existing customers are a good foundation for an ICP, but your organization's growth will not be sustained by only looking into the rearview mirror. You must also be forwardlooking, creating ICPs for new audiences that show early momentum. Every B2B team with at least one inbound lead source has experienced this phenomenon: You realize during a sales team meeting they are talking about yet another company that does X, or is located in Y, or has Z technology. Obviously, you want take advantage of the momentum and build a program around it.

The best AI solutions for B2B were built to help teams do exactly this. Simply input the domain(s) of the companies you heard in the meeting, and let the sales AI do the heavy lifting. Use the technology to define a new ICP and, with that, identify all of the companies match that forwardlooking profile.

3 COMPANIES NEW TO YOUR MARKET ARE ALSO "IDEAL"

Agility is both a quick and intelligent response to stimulus: It's not enough to be fast, you also need to be smart. With that in mind, companies who are newly entering your market shouldn't be overlooked. Each day there are companies who are beginning their research process – they're searching topics in your space, visiting your competitors' sites and even your own company's site. You want to get in front of those prospects quickly – especially before your competitors do.

Determining which companies are "active in market" quickly allows your sales team to suit up and take fast action. At EverString, we use intent data signals through our partnership with provider Bombora to discover customers that are already looking for our products. This is just another way that AI is infused into SaaS solutions so your sales teams can strike while the iron is hot.

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4 AGILE ICPS NEED SAAS SOLUTIONS FOR SPEED AND ACCURACY

Given the speed of change surrounding B2B sales, employing a selfservice SaaS solution far outweighs any list buy or managed service approach. Like a new car depreciating as soon as you drive it off the lot, lists also lose their efficacy.

You want every marketer, SDR and AE to be able to harness powerful AI for datadriven insights in their everyday workflow. You don't want momentum stalled waiting on specialized resources with long backlogs. Nor do you want them going into a call unprepared with weak talking points because of outofdate information. Growthfocused teams need specific SaaS solutions with intuitive user interfaces that mask the complexity of AI, so it is easy for every team member to both create and access all of the actionable insights.

5 USE AGILE ICPS FOR GROWTH

Growth requires flexibility and agility built on datadriven insights. You can't hang on to an old dusty ICP and expect to see growth. Although B2B platforms built with agile marketing capabilities can help, you also have to continually be looking at your results to see potential sales opportunities both inside and outside your funnel, as well as opportunities in new markets.

AI tools and technologies built for B2B teams give you that secret superpower you need to be speedy and data-driven at the same time. To find out how your team can drive agile marketing at your organization, **see EverString in action**.