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# 40+ ICP marketing plays

Because anything that could build ICP pipeline is fair game

KYLE POYAR  
OCT 23



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Welcome back to the *The Gist by Growth Unhinged* where I give you a specific action item to grow faster.

Think: surprising lessons to improve [website conversion](#), how Clay stopped [fake accounts](#) and why you should consider a [usage paywall](#).

Today I'm sharing 40+ GTM plays to reach and influence your target customers. Because anything that could build ICP pipeline is fair game. Let's dive in.

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## The Gist

Marketing, sales, CS, product and even ops all play a role in building pipeline. The magic happens when we **combine these plays** in coordinated campaigns aimed at our **best target customers**.

Or, as Adam Schoenfeld at Keyplay calls it, doing [ICP marketing](#).

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## Why you should care

There might have been a time when marketing generated pipeline and sales closed it. And there might've been a time when marketing could be spray-and-pray — hoping it reached the right people (#MQLs).

But that's also not the world we live in now. What matters is that we ultimately reach the right people and efficiently turn them into customers.

The good news: next generation GTM tools (paired with next generation [GTM hires](#)) offer us new ways to do this at scale. Imagine the personalization of good old fashioned account-based marketing (ABM) but with far better account research, better intent signals, 1:many automation and AI-enabled content creation.

(But we won't unlock this opportunity if we're stuck with MQL targets and channel-specific attribution fights 😞)

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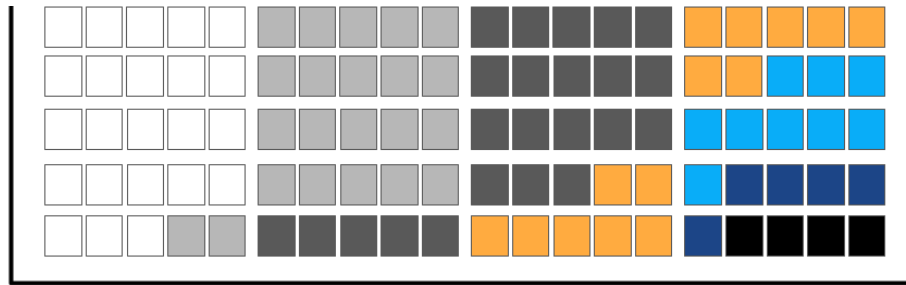
## Tell me more

I pulled together 40+ ICP marketing plays for building pipeline with the right target accounts. These span across the [account-based buying journey](#) from identifying the right people at the right accounts to getting those people aware and interested in your product to converting them into pipeline.



40+ ICP marketing plays

Total accounts in ICP



### Identified

You know who they are & can market to them.

1. Define your ideal customer profile (ICP)
2. Backtest past closed won/lost accounts
3. Set up manual account review with sales
4. Find accounts via 3rd party providers
5. Find accounts from web scraping
6. Find contacts at those accounts
7. Find and validate contact information
8. Enrich with 3rd party intent signals
9. Enrich with firmographic data (industry, company size, location, etc.)

### Aware

When asked, they know who you are.

1. Send an automated email
2. Send an automated LinkedIn message
3. Send a LinkedIn connection request
4. Run a targeted display ad
5. Run a LinkedIn thought leader ad
6. Call on the phone
7. Leave a voicemail
8. Send direct mailing
9. Put up a local billboard
10. Ask for a referral or introduction

### Interested

Opted into communication; self-educating on your value proposition.

1. Offer a newsletter subscription
2. Set up a virtual event
3. Re-promote past virtual events
4. Set up an in-person event
5. Be present at a conference or trade show
6. Offer an on-demand demo option
7. Offer to feature in content
8. Offer to be interviewed in a podcast
9. Invite to your community
10. Chat while on your website
11. Offer free trial on your website
12. Send personalized video (Loom, Sendspark)

### Considering

Actively considering you for a purchase.

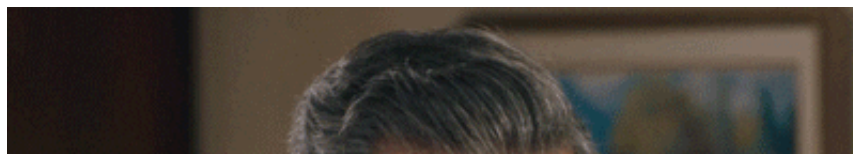
1. Run warm outbound after seeing intent
2. Optimize forms/CTAs on the website
3. Optimize forms/CTAs in product
4. Introduce sales touchpoints for PQLs
5. Use a scheduling link to improve demo conversion rate
6. Follow-up with leads via phone
7. Follow-up with leads via email
8. Remarket to demo no-shows
9. Offer gift card for completing a demo
10. Offer 1:1 call with an executive
11. Introduce to a certified partner (ex: agency)

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## Identified plays

You know exactly how many accounts are in your ICP, you've identified the buyers at those accounts and you can market to them. Don't skip this step!





1. **Define your ideal customer profile (ICP).** The best ICP definitions go beyond industry and company size to incorporate tech signals, hiring signals, growth/funding signals, existing roles/titles and other indicators they're ready for your product.
2. **Back-test past closed won and closed lost accounts.** Your best fit accounts tend to convert at 2-3x higher rates compared to everyone else. Things can [quickly shift](#) so plan to re-test every 6-12 months.
3. **Set up manual account reviews with sales.** This brings new hypotheses that you can test with data. And, more importantly, it helps ensure buy-in.
4. **Find accounts via third party data providers.** The options today are nearly endless: [Keyplay](#), [Clay](#), [Apollo](#), LinkedIn Sales Navigator, [ZoomInfo](#), [Lusha](#), [Harmonic](#) (great for startups), [Seamless](#), etc.
5. **Find accounts via web scraping/APIs.** This step may be necessary if you're selling to SMBs outside of tech/eCommerce.
6. **Find contacts at those accounts** (see the data providers mentioned above).

7. **Find and validate contact information.**
8. **Enrich with third party intent signals** (see tools like [6sense](#), ZoomInfo, LinkedIn Sales Navigator, [Pocus](#), [Demandbase](#), G2).
9. **Enrich with firmographic and other data** such as industry, company size, location, etc. This will help you segment your lists for greater relevance.

## Aware plays

When asked, your target buyers know who you are. Useful proxies for this might include: they visit your website, consistently open your emails, engage with an ad, or receive direct mail.



1. **Send an automated email.** Bonus points if this is part of a [micro-campaign](#) aimed at a small, highly targeted list (shoutout to [Brendan J Short](#)).
2. **Send an automated LinkedIn message.** Orchestrated in connection with email (see tools like [Salesflow](#) or [LaGrowthMachine](#)).
3. **Send a LinkedIn connection request** (see tools like [LinkedIn](#) or [Salesflow](#)).

3. **Send a LinkedIn connection request** (see tools like [LINKEDIN](#) or [lemlist](#), or check out this [case study](#)).
4. **Run a targeted display ad** (see targeted paid media tools including LinkedIn Ads or ABM advertising products like [N.Rich](#) or [Metadata](#)).
5. **Run a LinkedIn thought leader ad.** These have been seeing [surprisingly high](#) click-through rates lately.
6. **Call on the phone** (#throwback).
7. **Leave a voicemail.**
8. **Send direct mail.** This can be automated, too.
9. **Put up a local billboard.**
10. **Ask for a referral or introduction.**

## Interested plays

Your target buyers are self-educating on your value proposition and opting into ongoing communication. A subset of example signals: they watch an interactive demo, sign up for a free account, attend a webinar or view a high-intent website page (ex: pricing page, integrations, advanced features).





1. **Offer a newsletter subscription.**
2. **Set up a virtual event.**
3. **Re-promote past virtual events.**
4. **Set up an in-person event.**
5. **Be present at a conference or trade show.** Increasingly, I'm hearing about folks attending without a booth and pre-setting meetings instead.
6. **Offer an on-demand demo option.** These have shown a [nice lift](#) in website conversion of late.
7. **Offer to be featured in original content.** Productivity hack: record the interview, transcribe it, then run the transcription through GenAI for a first draft.
8. **Offer to be interviewed on a podcast.** This gives you intel on the account, too.
9. **Invite to your community** (see [Parabola example](#)).
10. **Chat while on your website.** But don't make it creepy.
11. **Offer free trial on your website.**
12. **Send personalized video.** These could be 1:1 or personalized at scale with AI tools (ex: [Sendspark](#)).

## Considering plays

Your target buyers are actively considering you for a purchase (#ICPpipeline).





1. **Run warm outbound after seeing intent** (see tools that de-anonymize website traffic like [Warmly](#), [RB2B](#), [Unify](#), etc.).
2. **Optimize forms/CTAs on the website.** This had a [surprisingly large impact at Calendly](#) according to CRO Jessica Gilmartin.
3. **Optimize forms/CTAs in product.**
4. **Introduce sales touchpoints for product qualified leads (PQLs).**
5. **Use a scheduling link to improve demo conversion rate.**
6. **Follow-up with leads via phone.**
7. **Follow-up with leads via email.**
8. **Remarket to demo no-shows.**
9. **Offer gift card for completing a demo.** Not my favorite play, but it's still popular!
10. **Offer 1:1 call with an executive or founder.**
11. **Introduce to a certified partner** (ex: an agency partner or consultant).

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## What else you should know

- 📺 **To join.** Want to go deeper into ICP marketing plays? Come join



next week's [webinar](#) with Founderpath.

- 📖 **To read.** Tomorrow's next hot GTM hire won't be an AE, SDR or content marketer. My prediction: it'll be a [growth engineer](#).
- 💡 **To listen.** I joined Scott Barker on the GTM podcast to talk about [five must-try PLG tactics](#).
- 📺 **To watch.** [The Franchise](#). Think Veep with superheroes, minus the politics.

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Thanks for reading,

Kyle 🙏

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