

To Ascend National Participants,

Thank you for attending **B2B Marketing Seminar – Part I**. I hope the session provided clarity and practical tools to help you scale your marketing efforts for growth.

During the seminar, you were introduced to several frameworks designed to strengthen your marketing foundation—including tools to audit your current customer base, conduct segmentation, and develop an ideal customer profile (ICP). To get the most value from these tools and prepare for our February session, please complete the following homework assignment.

Homework: Create a Company Snapshot (1–2 pages)

Please gather the following information about your business:

1. Current Target Segments

- Which industries, company sizes, and geographies do you serve today?
- Who are your top 10 customers by revenue and/or margin?
- Do you have any customer concentration risks?

2. Market Segmentation

- What characteristics do you think you should use to create a new segmentation?
- What is a new view of your potential customer segments?
- Which customer segments are substantial, accessible, and actionable for you?

3. Ideal Customer Profile

- Which customer segment(s) are the best fit for your offering?
- What pain points are you uniquely positioned to solve?
- What is the typical company size, budget range, decision-maker role, and buying timeline?

4. Competitive Landscape

- Identify 1–3 direct competitors.
- What are their key differentiators?

4. Value Proposition

- Can you express your value proposition in one sentence?
- Provide **three proof points** that demonstrate why you outperform your competitors.

5. Current Marketing Goals & Assets

- What are your marketing goals for the next 6–12 months?
- Please list your most productive marketing assets (e.g., website, collateral, brochures).

How This Will Support Part II

In Part II of the seminar, you will use this company snapshot to:

- Build a **preliminary marketing plan**
- Apply your **market segmentation**
- Finalize your **ideal customer profile**
- Audit and refine your **current marketing assets and messaging**
- Set **marketing goals and success metrics**

We will also discuss the value and application of **digital marketing**, **content marketing**, and **account-based marketing** to help you reach your ICP more effectively.

If you'd like feedback on your work-in-progress or have questions about Part I, please feel free to reach out. I'm happy to help.

Warm regards,
Vivienne