

Tips & Tricks

Customer Segmentation



Tips & Tricks

Customer Segmentation

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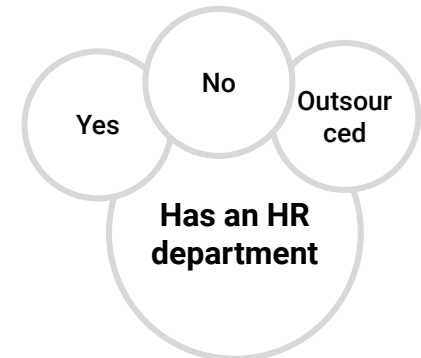
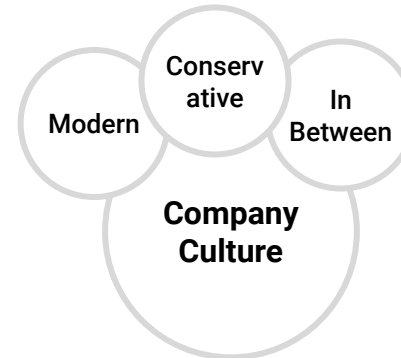
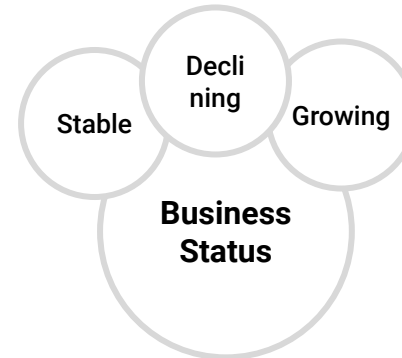
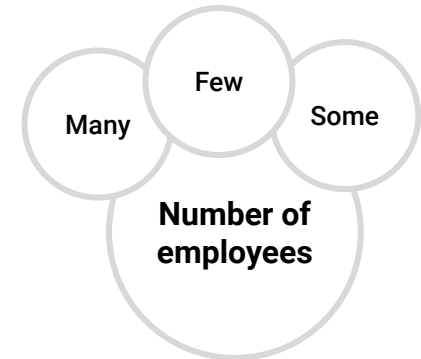
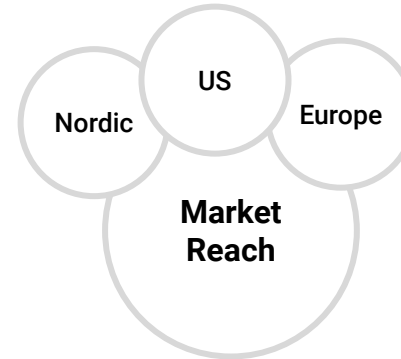
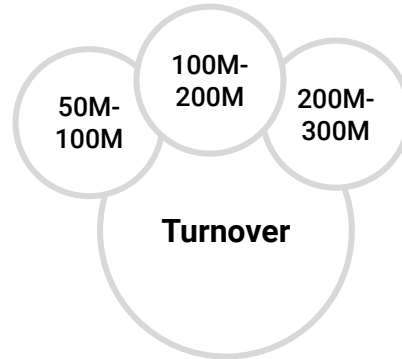
B2B Segmentation

Business level criteria



Start by adding company criteria to describe the target group on a business level.

You basically describe how the target business behaves.



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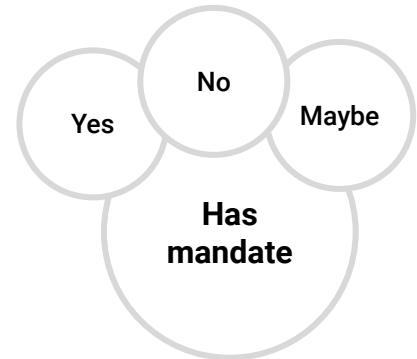
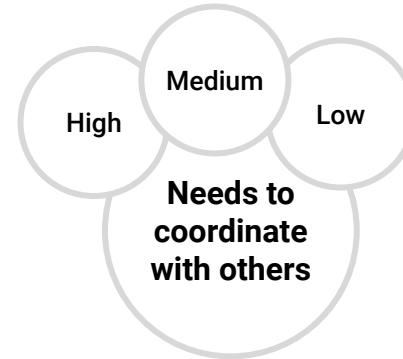
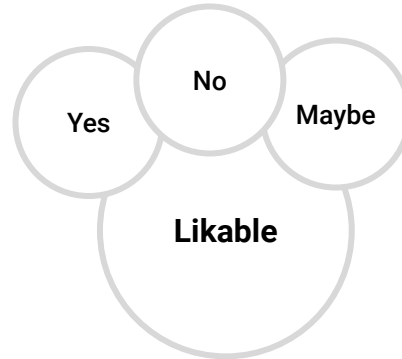
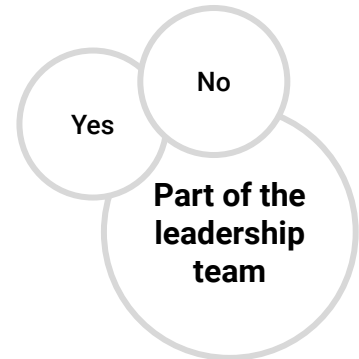
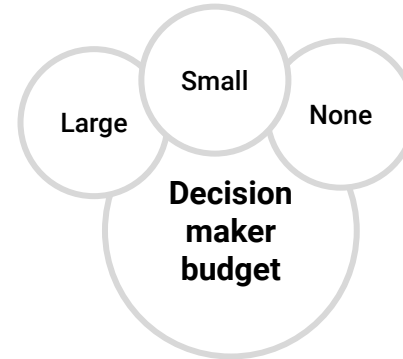
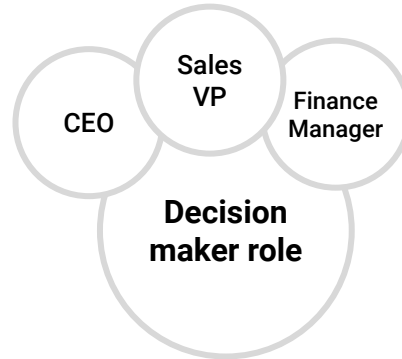
B2B Segmentation

Decision maker criteria



In addition you want to add criterias that describe the person that will make the final decision of buying what you sell.

Let's call these decision maker criterias.



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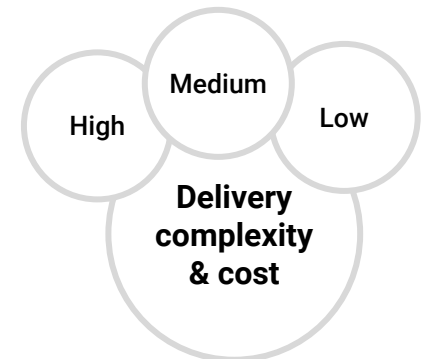
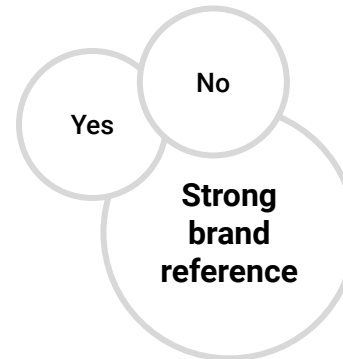
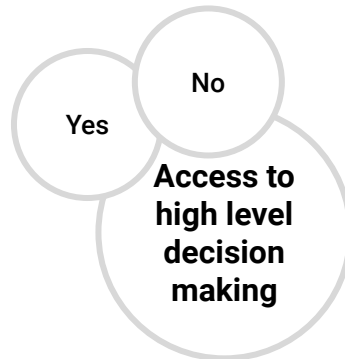
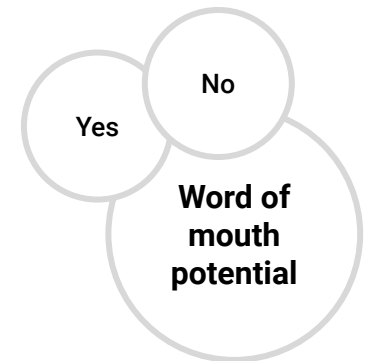
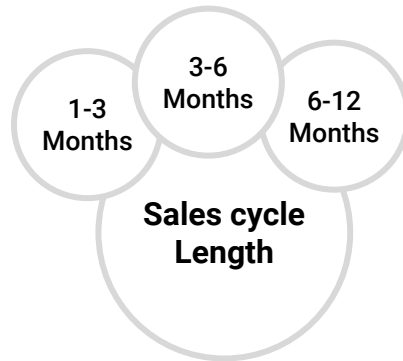
B2B Segmentation

Your specific criteria



Finally, you want to add your own criterias that describe your own boundaries. Where is worth spending your time?

B2B sales is time consuming, so make sure your time is well spent on the best prospects!



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Tool name

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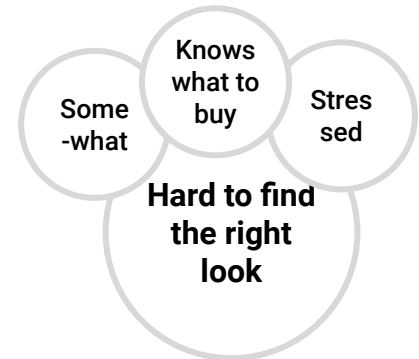
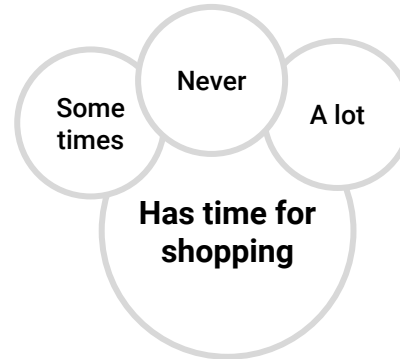
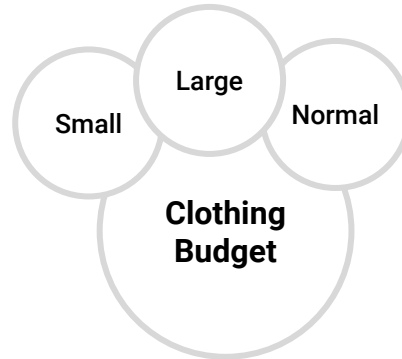
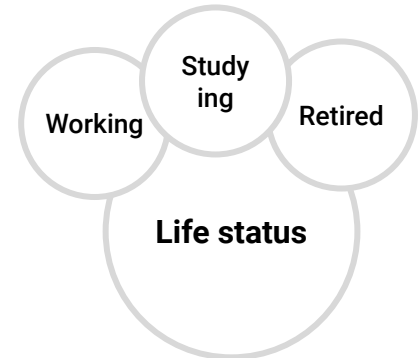
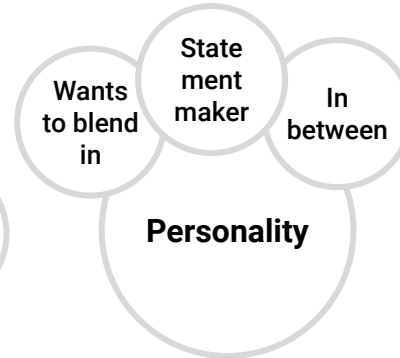
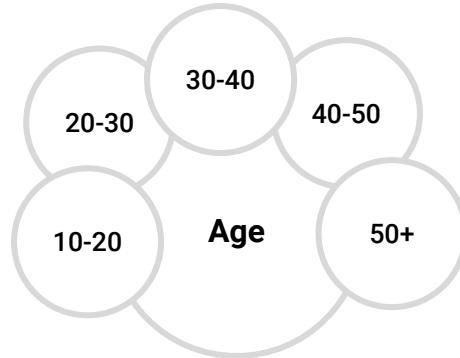
B2C Segmentation

Buyer & user are the same person



In a B2C segmentation the buyer and the user are normally the same person.

Use criteria that describes behaviors, demographics, pain points that concerns the consumer. Unless it is a child or a person unable to buy.

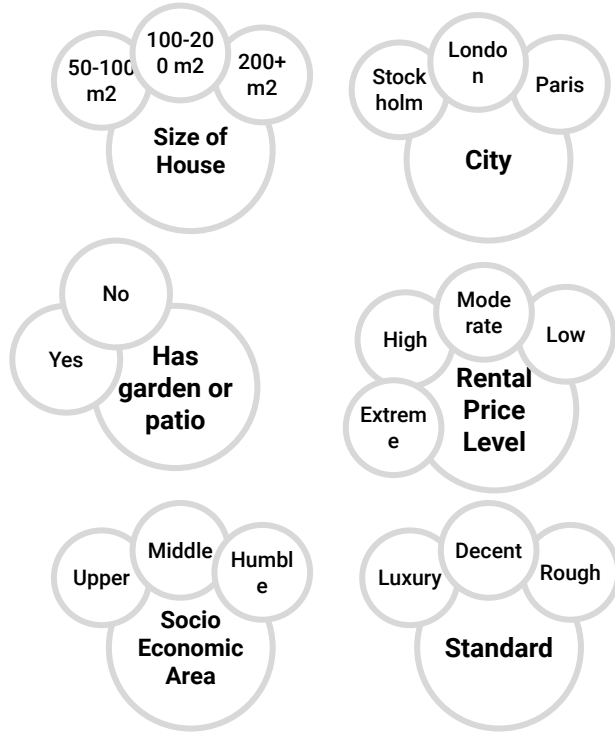


Tips & Tricks

Customer Segmentation

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Marketplace

Map each target group separately**House Rental Marketplace Houses**

You have two target groups with an aim for a transaction with each other. For clarity, start with one target group. In this “house rental market place” you start with houses.



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Customer Segmentation

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Marketplace

Map each target group separately**House Rental Marketplace Renters**

Create one segmentation for each target group. Here you continue with the renters and coining their behavior. Do not mix the two in the same board.

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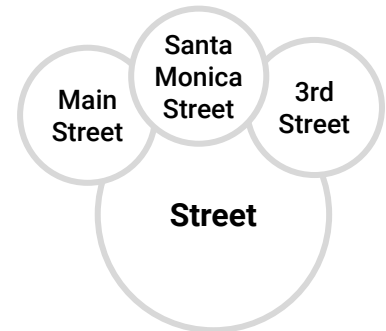
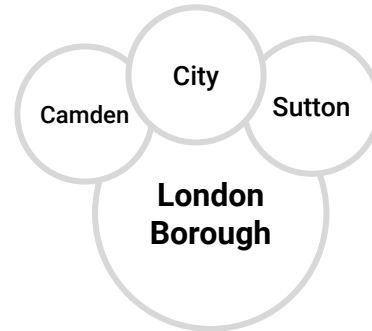
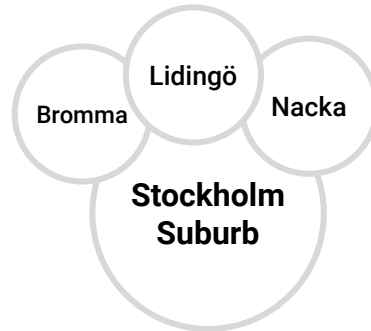
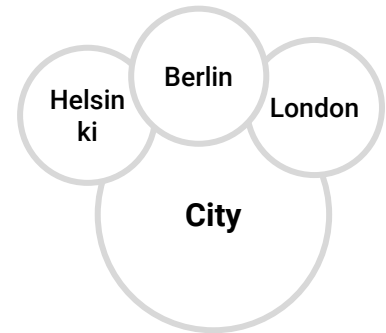
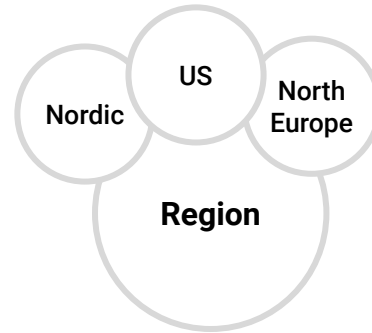
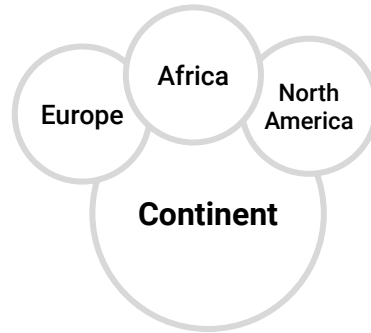
Market Sizing

Start narrow, expand from there



Starting with a narrow market in the beginning allows you to focus and prove the business.

Get many touchpoints with your target group in a small area. Word of mouth, paid ads, social, flyers, local newspapers, etc. Be pragmatic! Start small and expand from there. Avoid too broad!



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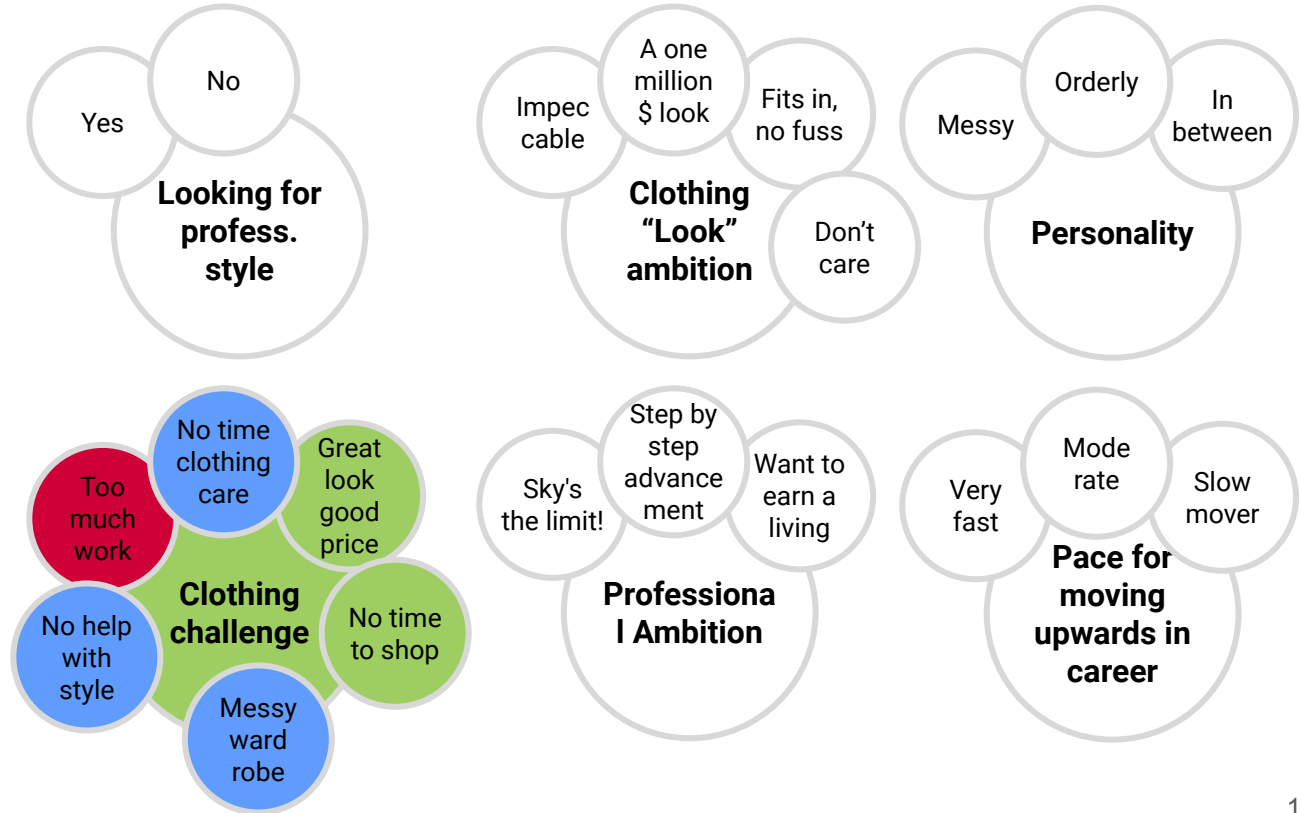
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Market Sizing

Customer needs “Must have” vs “Nice to have”

Coining the main customer need or problem you solve is crucial. A “Must have need” converts better than a “Nice to have need”. Dig deeper into the real recognizable customer problem & need, communicate from there! Show that you understand your target group!

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Customer Segmentation

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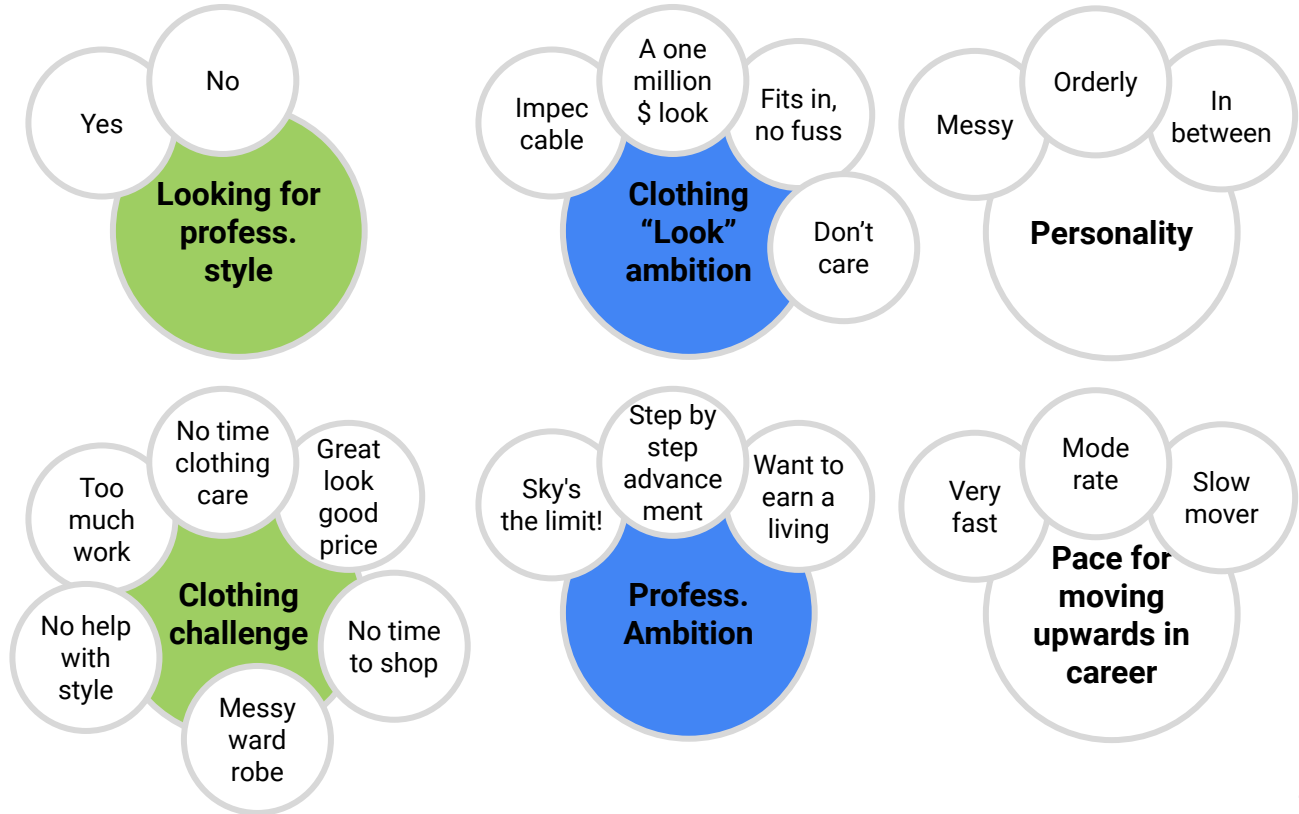
Market Sizing

Marketing & content criteria



Some criteria are just used for marketing and content creation.

Be careful of not choosing too many and prioritize hard to stay focused on a few until you know what works! Test and try, test and try.



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Growth Planner Key Actions

Iterate, learn and get results in narrow market!



Very early on: Build a hypothesis of criteria that really defines how the customers behave in your target group and get proof by testing and getting fast feedback in a narrow area.

When you have enough proof (sufficient number of customers, that have tried or bought your product or service and the feedback is good) you may start expanding.

Later on: As you grow and expand keep on coming back to your initial customer segmentation, revise it, refocus and align your key actions accordingly.

To establish sustainable and predictable growth, iterate your customer segmentation and being on top of customer behavior changes should be continuous!

3 KEY ACTIONS

1	Get a 100 Paying Households in Camden
2	Become the house owner “go to brand” on Main Street.
3	Choose and set up the full scale expansion plan for the 10 middle income suburbs in London.



Tips & Tricks

Customer Segmentation

Time to take a break!

