

Why Invest in Segmentation?



STRATEGIC PLANNING

- Identify priority segments & growth initiatives.
- Inspiration to develop strategies.
- Lens through which to evaluate strategic initiatives – will it appeal / alienate priority targets?
- Build insight, implement trend monitoring.



OPERATIONAL DESIGN

- Develop marketing plans tailored to each segment.
- Classify current customers into segments.
- Equip stakeholders (e.g., sales teams, service teams, franchisees, etc.) with information on primary vs more challenging targets and guidance on how to overcome barriers.



DAY-TO-DAY USABILITY

- Use typing tool to assign new targets into segments.
- Carry out targeted marketing campaigns.