

What details do you know about your customers... age, sex, income, geographical area, buying attitudes, buying habits?

8 7

List the answers for each customer segment:

*these segments a name:
roughly homogeneous segments and give
Cluster these types of customers into*

Market Day 5 customer segmentation

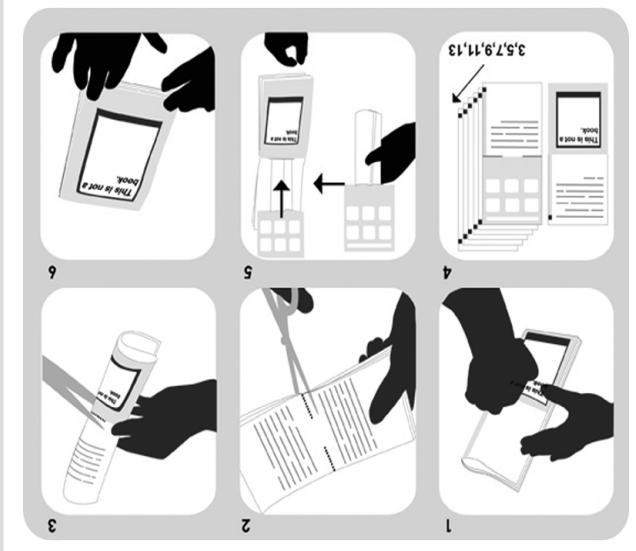
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DIFFUSION GENERATOR

market day

This set of 9 eBooks accompanies the Market Day workshop. You will find the explanations on how to re-do all the activities we covered on the day and a few more resources besides.

This eBook takes you through the process of defining the customer segments which are important to your business.



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Market Day 5 customer segmentation
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This activity is all about identifying the different types of customer who may be interested in the benefits offered by your products and services.

Being able to segment your customers into roughly homogeneous groups means that you can then be much more specific in how you communicate with them i.e. text messages may suit a customer segment with a young demographic profile but probably isn't appropriate if you want to communicate with OAPs.



[CostingandPricingWorksheet.pdf](http://costingandpricingworksheet.pdf)
http://culturalenterprisefacetsheet.co.uk/Uploads/Files/

If you've not already sorted out your costing and pricing then have a look at:

You will probably need to return to this process to prepare for market research questions. You might also use some of this structure when flesh it out in the light of your market research.

lots of examples.

familly life cycle... there's plenty on the web and segmentation methods and analysis of stages of demographic, psychographic, geographic into segmentation methods have a look for

You might also want to do a little more research

How else can I use this activity?

NB if you already have customers then an altermative approach is to put the names of each person/company on a Post-It and arrange the Post-Its into groups of customers that seem similar.

e.g. City Farmers Market sells organic & local food. There are different reasons for purchase (ie different benefits) that are important to varying degrees across the different customer groups. Reasons for purchase include its local, the quality, somewhere to have lunch, ideas for meals, its organic. The customers for this include young people, couples, families, local residents, people who work locally.

You and use this to describe types of customers. Go back to the reasons that customers buy from

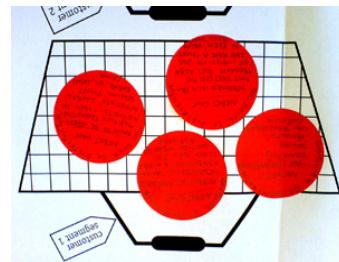
Where does this get us?

Once you've identified your customer segments you are also in a better position to review the particular cluster of benefits of interest to the segment and to use these in the marketing communications.

Have a think about what more you need to know about your customers in order to know where to find them the newspapers they read, the places they shop. The reason for needing to know this is that if you were going to place an advert you'd want to know that you were placing it in a paper or magazine that was read by your customer segments (otherwise it's just an expensive scattergun!).

By now you should start to see the connections between the features and benefits and the customer segments. These connections will get stronger as you undertake the other activities so that by the end of the day you have a whole and (hopefully) clear picture of your customer landscape.

List your customer types below:



Your marketing communications whether you are reaching them effectively with **measurable** i.e. you can get feedback on

communications to start getting your message to **accessible** i.e. you can afford the marketing

higher price and/or will be repeat purchasers **sustainable** i.e. they either can afford to pay a

2) which segments are the most:

1) adoption curve... where are your innovators and early adopters, who are your laggards?

here ...

- You now need to identify which segments matter most to you. There are a few things to consider

some primary and/or secondary market research. Knowledge gaps with your knowledge gaps will be filled by primary and/or secondary market research.

Review this list and see where the gaps in your

common:

List of all the things that each type has in