



*"the odds of hitting your target go up dramatically when you aim at it"*

Mal Pancoast

specialist targeting & segmentation



# specialist targeting & segmentation

specialist targeting & segmentation is a process that enables organisations to implement marketing or communication strategies, that are fully aligned and optimally resourced for key specialist customer groups and complex markets.

## Process

| Stage                          | Objectives  | Activity  |
|--------------------------------|---|---|
| 1. Customer Understanding<br>↓ | Identify drivers/barriers to adoption<br>Resolve data gaps<br>Identify customer types | Desk Research<br>Qualitative Market Research<br>Access Internal Knowledge   |
| 2. Quantification<br>↓         | Quantify key drivers & issues   | Desk Research<br>Quantitative Market Research<br>Access Internal Knowledge  |
| 3. Profiling<br>↓              | Identify key differentiating factors<br>Develop profiling framework                   | Collect and collate customer intelligence<br>Workshop<br>Customer Profiling |
| 4. Segmentation<br>↓           | Develop discrete profiles<br>Agree tactics & programmes<br>Segment customer base      | Data analysis<br>Segmentation Workshop                                      |
| 5. Rollout                     | Communication   | Field Force briefing  |

## Applications

- Development of key customer understanding
- Prioritisation of resource
- Optimisation of customer communication strategy

## Advantages

- Deeper understanding of market drivers
- Intelligence-led prioritisation and messaging
- Engagement of field force in process
- Research led, evidence based segmentation

## Case Studies

- Engaged by major multi-national to optimise customer communication strategy for leading brand
- PCT level Segmentation & Strategy Development for a major POM/P brand

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