

Fruitful Segmentation

Deciding on who you should market to is one of the most important business decisions you will ever make. Market segmentation is all about communicating with groups of people who have similar needs. The benefits of this approach include:

- Get more attention
- Being seen as an expert
- Relevant messages for defined groups
- More effective marketing

We are all inundated by marketing messages. It is said that we are swamped by some 3,000 on an average day. So how do you ensure that your 'marketing arrows' get through?

The answer is to create compelling, consistent and relevant messages to defined groups of people.

When you talk to a defined group ('market segment') about their concerns - it is much easier to get their attention. After all, you are talking about *their* challenges and *their* issues.

People like dealing with specialists. Being seen as an expert in your field helps to differentiate your enterprise. If you are in a crowded marketplace, this has got to be good news.

This benefit happens because your marketing efforts are now 'singing off the same hymn sheet'. Everything is in tune. Your messages 'sound right' to each market segment you are talking to.

How do you decide which segments to go for? If you are an established business, begin by analysing your customer list (both past and present). Cluster together customers with the same profiles. Think about the types of customer you like dealing with. Consider which segments have the best financial prospects. Conduct some market research, by asking your customers directly, using a research company, or visiting your local business library.

If you adopt this approach, your marketing will be much more focused. This means that your audience will be more prepared to listen to you. In addition, as your messages are not being scattered, they are more likely to be repeated to the right people.

This in turn helps with brand recognition. This is how 'famous name brands' and successful businesses are built.

So the rules in this game are very simple:

- Find clusters of people / organisations with the same needs
- Find out as much as you can about their situation
- Create compelling propositions, which address their needs
- Use all your marketing tools to communicate your proposition
- Keep communicating!

