

SEGMENTATION DECISIONS

How many/much resources shall we dedicate to this segment?
 How and when will we approach them?

SEGMENTATION RATIONALES -- INDIVIDUAL

GROUP ATTRIBUTE (<i>not</i> in order)	GROUP 1	GROUP 2	GROUP 3
Is the segment separable from others in useful ways			
Do all the customers being considered fit in one of our segments?			
Is this segment measurable in terms of population, purchasing power, buying history, and other key attributes?			
Is this segment reachable via the channels and media we have available?			
Is the group large enough (size, consumption) to justify pursuing?			
= GROUP SCORE			

SEGMENTATION RATIONALES -- ORGANIZATION

GROUP ATTRIBUTE (<i>not</i> in order)	GROUP 1	GROUP 2	GROUP 3
How large is the organization?			
What are the organization's interests and goals?			
What are the organization's buying criteria?			
What is the organization's buying process?			
How much local autonomy does the organization have in its buying decisions?			
= GROUP SCORE			

SEGMENTATION DECISIONS

Segment, target, aggregate . . .

service clients, internal markets, funders, referrers, or other stakeholders

GEOGRAPHIC

Hemisphere, nation, region, state, county, city, zip code, carrier route, apartment complex . . .

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

DEMOGRAPHIC

Census-type data; age, gender, household, income, race/ethnicity, religion . . .

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

LIFESTYLE/PSYCHOGRAPHIC

Prizm or Burke-type data: consumption & media habits; knowledge, attitudes, beliefs . . .

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|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

BEHAVIORAL

Use patterns: occasion, frequency, loyalty, type of use . . .

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

BENEFIT BUNDLE/COST BUNDLE

Wants these benefits, wants to avoid these costs . . .

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

ROLE IN DECISION-MAKING

End-user, gatekeeper/referral source, reseller, underwriter/funder . . .

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |