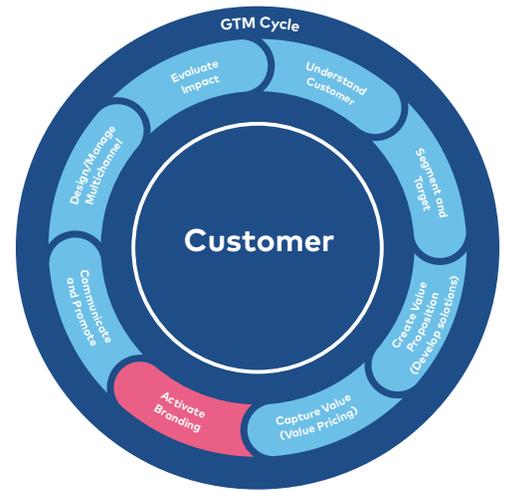


Marketing Excellence:

Customer Segmentation



Create alignment and a common marketing mindset and language

We believe that customer segmentation should be based on true customer understanding and insights and that this forms the basis for realizing a successful go-to-market strategy. Moreover, segmentation enables marketers to use the marketing budget more efficiently by prioritizing the most-relevant and most-promising customer segments.

Use customer segmentation to guide the actions Sales and Customer Service take when engaging customers, and also to classify measures of success in terms of results and impact. Segmentation can accelerate your marketing, sales, and overall business if you activate it by targeting the most-relevant and most-promising segments as you position yourself through segment-specific value propositions. In the past, segmentation work was often too broad and not actionable enough. Good segmentation starts with establishing clear objectives and a segmentation strategy, both of which form the basis for a successful marketing mix (e.g., segment-specific value propositions, value pricing and capture, targeted campaigning).

Though different segmentation approaches are available, the most effective one is to divide your customers into groups based on their buying journey(s) and key priorities. Then, you can determine how to interact with each customer group in a tailored way throughout their buying process.

Audience:

Marketing: Product Marketing, Branding, Digital Marketing, Communications

Sales: Sales Reps, Channel Partners

Other functions: Product Manager, Customer Success, Commercial Roles, Business Unit Leaders

Program Modules:

Introductory module: Conduct Customer Segmentation

Capability-Focused modules: Activate Segmentation, Create a Persona

Learning Objectives:

- Define a purpose prior to initiating a customer segmentation process
- Select the appropriate segmentation approach and relevant segmentation criteria based on desired objectives
- Prioritize the various defined segments in relation to each other for targeting
- Activate segmentation by positioning the brand and by offering segment-specific value propositions
- Adapt different marketing activities for each segment, based on the segmentation results
- Recognize the advantages of segmentation for successful positioning and sales activities
- Understand the difference between a customer segment and a persona

Key Differentiators

1. Leading-Edge POV on what marketers need today
2. Integrated with Seller & Buyer Cycle
3. People side of marketing: Tailored to your company's and people's needs and to personalizing the value
4. Customization for various industry and client needs
5. Research-based content
6. Virtual, in-person, and self-paced
7. Processes, tools, and application-oriented/experiential learning
8. Targeted, results-oriented learning journeys, supported by our impact maps and our unique approaches to measuring results
9. Go-Do's (on-the-job application of learnings)