

A hand holding a magnifying glass over a 3D pie chart with white figures on it. The pie chart is divided into three segments: blue, green, and yellow. The figures are standing on the segments, and the magnifying glass is focused on the yellow segment. The background is a soft, out-of-focus light color.

Unpacking Segmentation: The Road from Demographics to Psychographics and Beyond

DEEP-DIVE PRESENTATION

About Jimmy Newson

Founder & CEO: Moving Forward Small Business.

Contributor/ Entrepreneur.com

Jimmy Newson, also known as the Impact Influencer, is a business and growth strategy consultant, international speaker, and Moving Forward Small Business founder. He specializes in working with small businesses and entrepreneurs and is a contributor and Leadership Network member with Entrepreneur.com. Newson holds industry certifications in Google, HubSpot, SEMrush, Cascade, and Trainual and serves as a board and committee member for various private, government, and nonprofit organizations.



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AI will be a critical component in unlocking the full potential of market segmentation by providing deeper, more actionable insights into consumer behavior.

Sundar Pichai – CEO of Google



What We Will Discuss Today:

- . The Types and Importance of Segmentation
- . Psychographic Segmentation (WHY)
- . Behavioral Segmentation (HOW)
- . Demographic Segmentation (WHO)
- . Geographic Segmentation (WHERE)
- . Transactional Segmentation (WHAT)
- . Integration and Automation Segmentation

The Types & Importance of Segmentation

Types of Market Segmentation



The Types & Importance of Segmentation

Enhanced Targeting Precision:

- Identify distinct groups for precise targeting and tailored messaging.

Optimized Resource Allocation:

- Allocate marketing resources efficiently for highest returns.

Improved Customer Satisfaction:

- Tailor products and communications to boost satisfaction and loyalty.

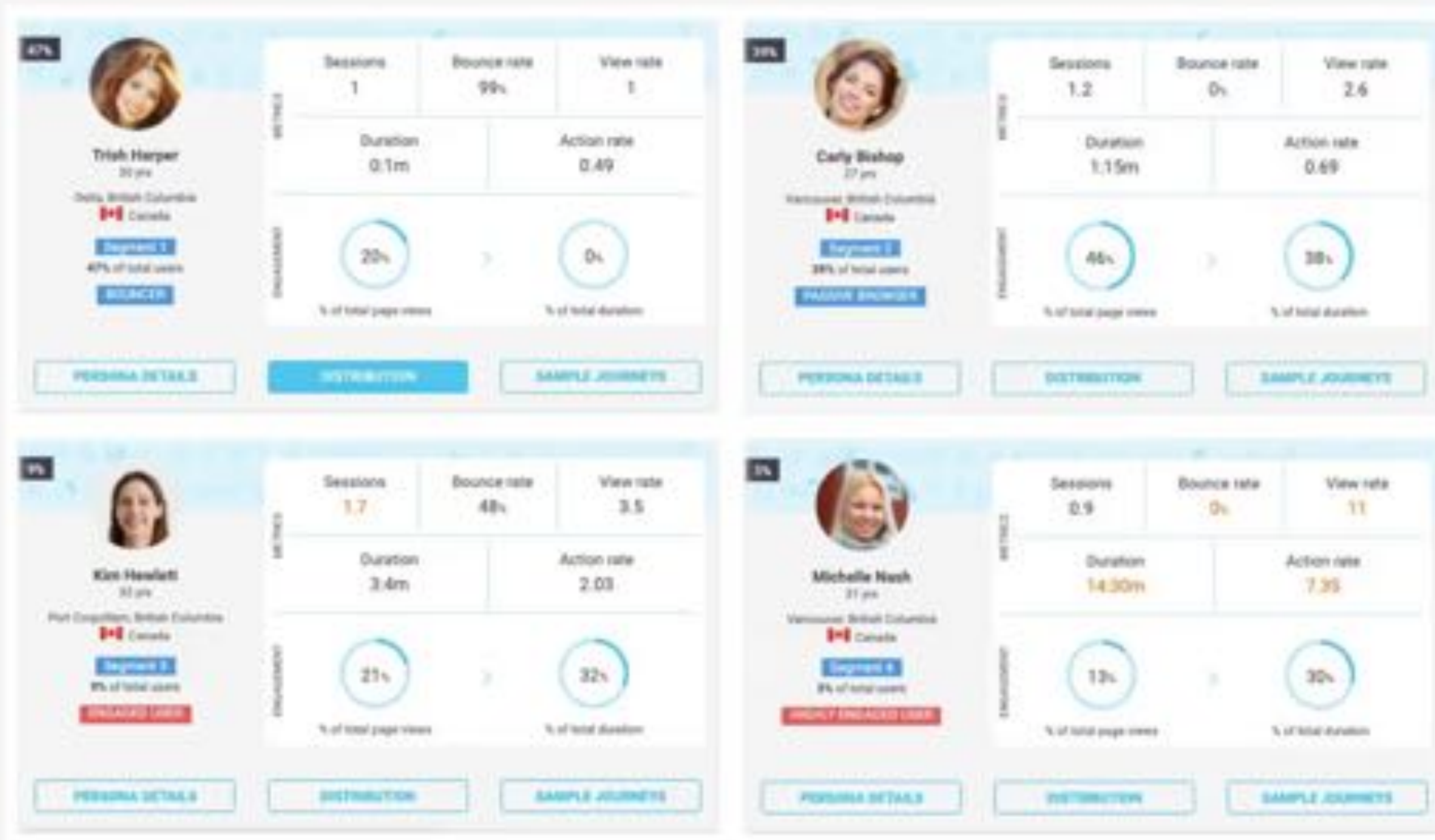
Competitive Advantage:

- Gain edge by addressing unique market segment characteristics.



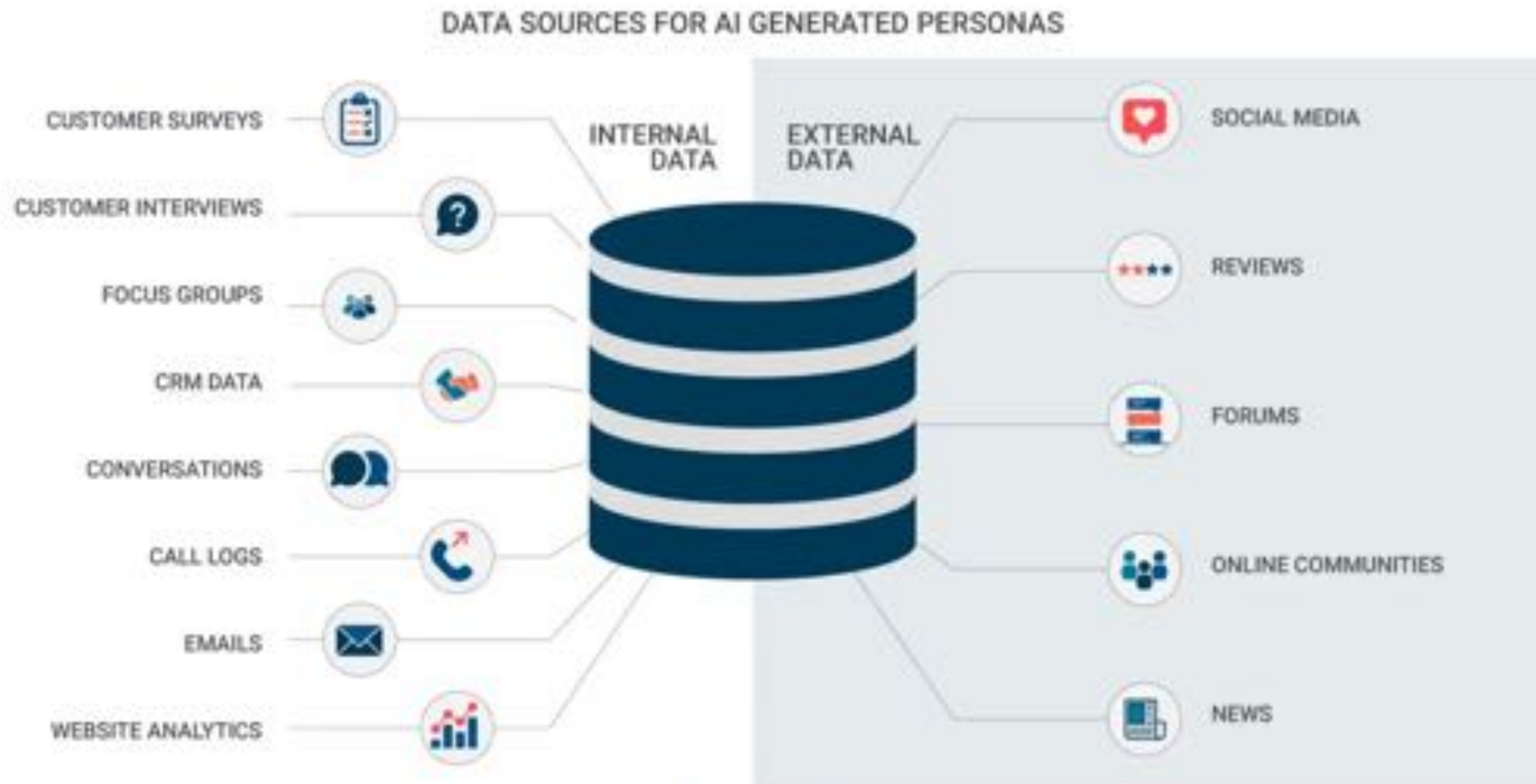
Automatic Marketing Segmentation

Get answers to questions such as: How many types of users do I have? How do they differ in their interactions? Which are my desirable segments?



AI-generated, Data-driven Personas

Create rich personas automatically for your B2C/B2B clients leveraging first-party data sources and public sources



Psychographic Segmentation (WHY)

Psychographic Segmentation (WHY)



Use inferred psychographic attributes related to lifestyles, preferences, interests, hobbies, and values for effective segmentation

Psychographic Segmentation (WHY)

Definition and Importance

- Psychographic segmentation categorizes consumers based on psychological traits.
- It's vital for creating targeted marketing strategies that resonate deeply with specific audience segments.

Key Attributes

- Includes consumers' lifestyles and personal values.
- Encompasses interests, hobbies, and preferences.

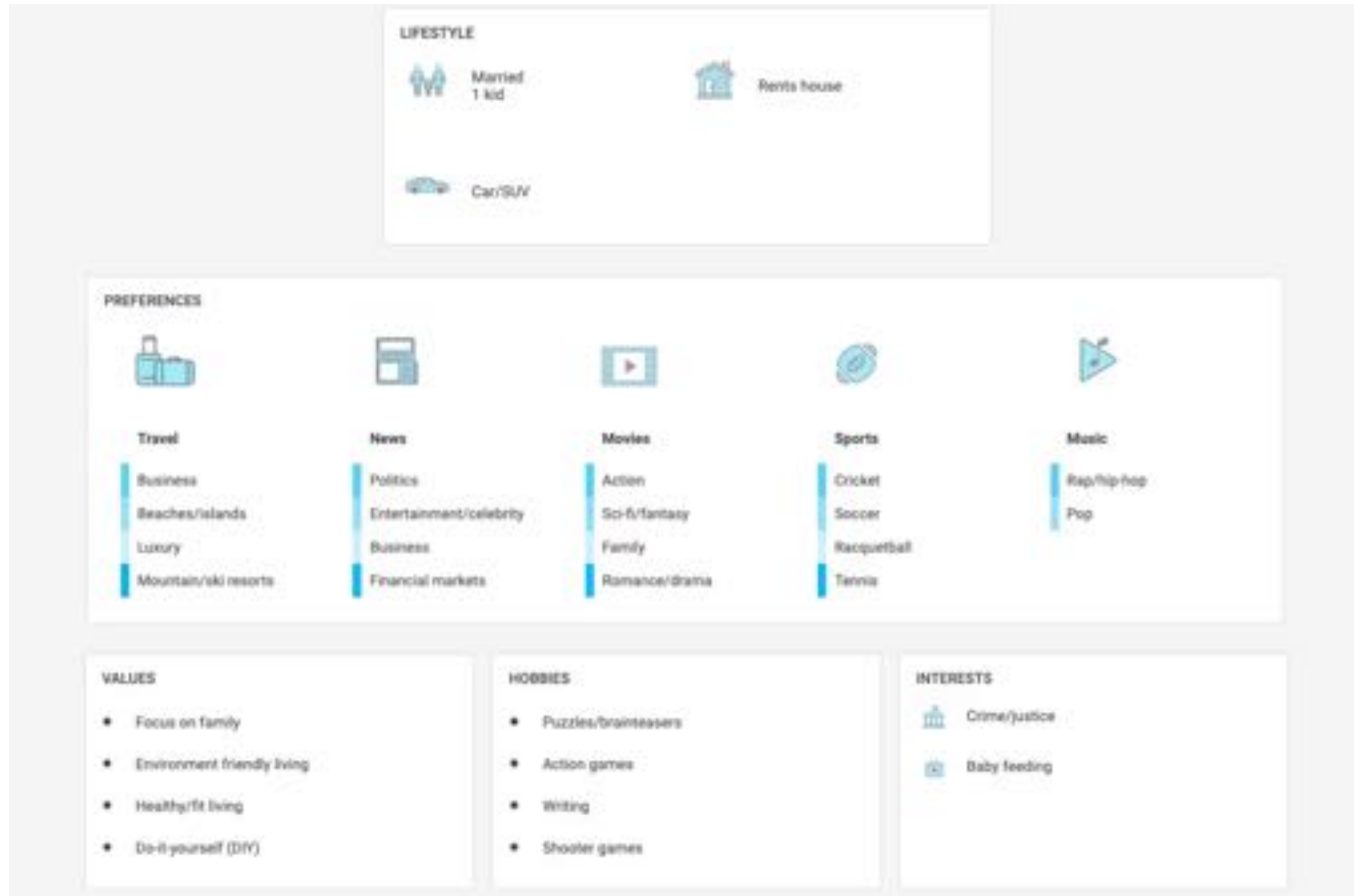
Analysis Techniques

- Utilizes surveys and focus groups to gather psychographic data.
- Employs data analytics and social media insights for deeper understanding.



Psychographic segmentation (WHY)

Use inferred psychographic attributes related to lifestyles, preferences, interests, hobbies and values for effective segmentation



Behavioral Segmentation (HOW)

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Account for all behavioral activity, including engagement, events/actions, context, intent, and decision phase

Behavioral Segmentation (HOW)

Definition and Importance

- Behavioral segmentation categorizes users based on their actions and interactions.
- It's crucial for tailoring marketing strategies to specific user behaviors.

Key Attributes

- Engagement, events/actions, context, intent, and decision phase are vital attributes.
- These attributes help in comprehensively understanding user behavior patterns.

Analysis Techniques

- Techniques include tracking user activities and analyzing behavioral metrics.
- Data interpretation methods help derive actionable insights from user behavior.



Behavioral Segmentation (HOW)

Account for all behavioral activity, including engagement, events/actions, context, intent and decision phase



Demographic Segmentation (WHO)

Demographic Segmentation (WHO)



Segment by age, gender, and language for B2C businesses and by industry, company size, job function, and seniority for B2B businesses

Demographic Segmentation (WHO)

Definition and Importance

- Demographic segmentation is the process of dividing a market into distinct groups based on demographic variables.
- It helps businesses target specific customer needs and preferences effectively.

Key Attributes

- B2C attributes include age, gender, and language.
- B2B attributes include industry, company size, job function, and seniority.



Demographic Segmentation (WHO)

Segment by age, gender and language for B2C businesses and by industry, company size, job function and seniority for B2B businesses

The screenshot displays a user management interface with a sidebar on the left and a main content area. The sidebar lists various user management actions like 'View Profile', 'Edit Profile', 'Change Password', etc. The main content area shows a grid of user profiles, each with a profile picture, name, title, location, and a set of performance metrics. The metrics are presented in a grid format with circular progress indicators.

User Name	Role	Location	Sessions	Source rate	View rate	Duration	Conversions
Charlotte Parker	Chief Executive Officer	New York, New York	1.1	6%	1.2	1.2m	0
Shona Fogel	Executive Director	New York, New York	1.5	9%	0.8	0.2m	0
Esther Calvert	Chief Operating Officer	New York, New York	1.7	6%	2.2	1.13m	1.22
Joseph Cassidy	Chief Operating Officer	New York, New York	4.3	23%	4.8	5.12m	6.91

Demographic Segmentation (WHO)

Segment by age, gender and language for B2C businesses and by industry, company size, job function and seniority for B2B businesses

The screenshot displays a user interface for a B2B customer profile. On the left is a dark sidebar with navigation options: 'LIVE PERSONA', 'OVERVIEW', 'SEGMENT 1' (Person, Distribution, Journey), 'SEGMENT 2' (Person, Distribution, Journey), 'SEGMENT 3' (Person, Distribution, Journey), 'SEGMENT 4' (Person, Distribution, Journey), 'COMPARE', 'SOCIAL PERSONA', 'COMPETITOR PERSONA', and 'WEB ANALYTICS'. The main content area is titled 'Segment 4 Persona Detail' and features a profile for Joseph Cassidy, a 44-year-old male Chief Operating Officer at The Star Group in Orlando, Florida. A map shows his location in Orlando, Florida, United States. A quote from him reads: 'I strive to create efficient processes and strong growth to ensure client satisfaction and company success.' Below the profile, several sections provide detailed information: 'PROFILE' (44-year-old male COO), 'RESPONSIBILITIES' (overseeing daily operations and strategic planning), 'REPORTS TO' (CEO of The Star Group), 'JOB TO BE DONE' (streamlining processes, solving issues, and driving growth while maintaining client satisfaction), 'FACTORS INFLUENCING PURCHASE DECISIONS' (quality services, innovative solutions, and reputable partnerships), 'ROLE IN DECISION MAKING PROCESS' (operational decision-making and providing insights to the CEO), and 'PERCEIVED BARRIERS' (balancing operational demands, implementing new technologies, and adapting to market changes).

Geographic Segmentation (WHERE)

Geographic Segmentation (WHERE)



Combine with geographic context at the city, region, country, sub-continent, and continent levels

Geographic Segmentation (WHERE)

Definition and Importance

- Geographic segmentation involves dividing a market based on geographic boundaries.
- It's crucial for targeting marketing efforts to specific locations.
- Helps businesses tailor products and services to local needs and preferences.

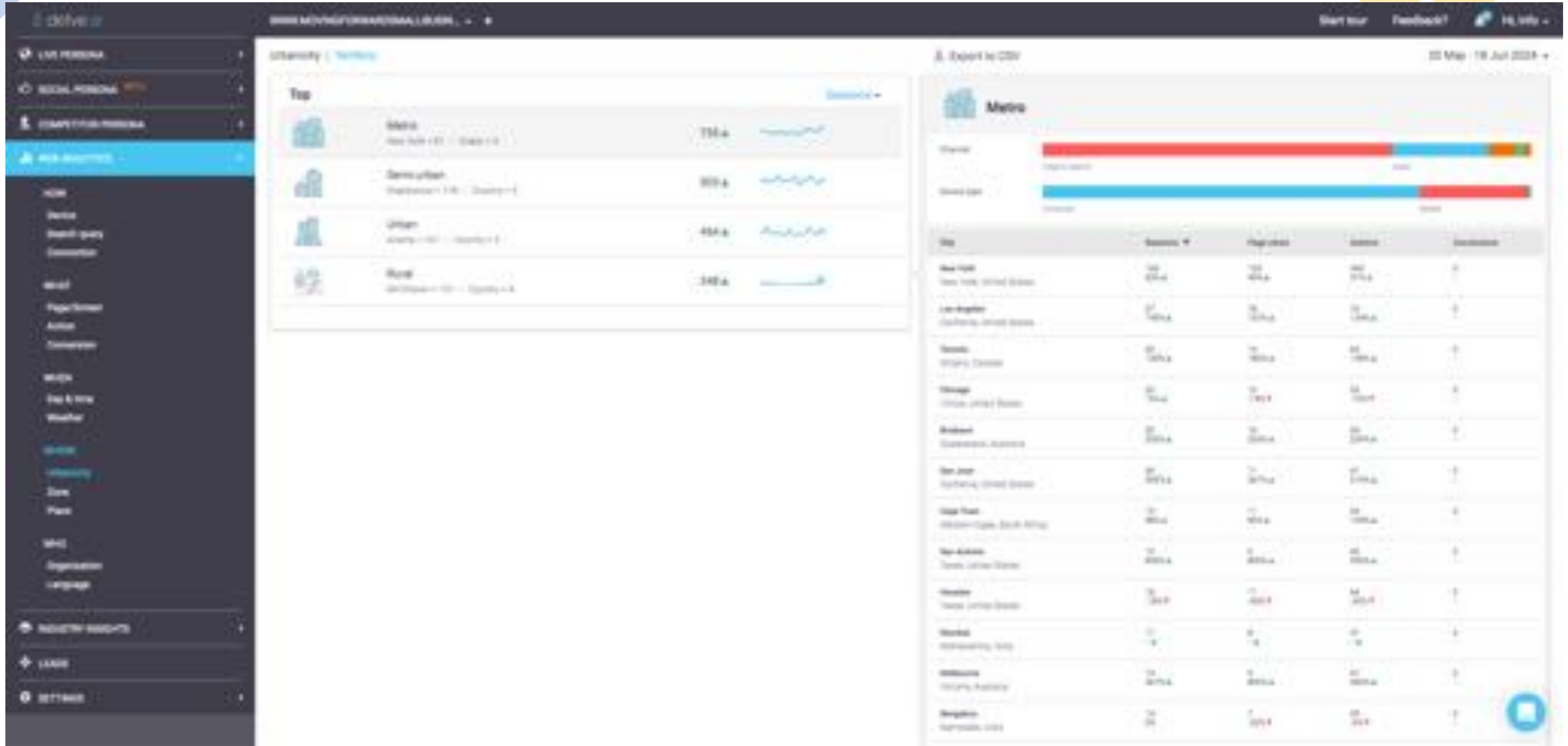
Key Attributes

- **City:** Targeting specific urban areas.
- **Region:** Focusing on broader areas within a country.
- **Country:** Segmenting based on national borders.
- **Sub-continent:** Addressing areas within a larger continental region.
- **Continent:** Broadest segmentation based on large landmasses.



Geographic Segmentation (WHERE)

Combine with geographic context at the city, region, country, sub-continent and continent levels



Geographic Segmentation (WHERE)

Combine with geographic context at the city, region, country, sub-continent and continent levels

The dashboard displays geographic segmentation data. The left sidebar contains navigation options: All Regions, Social Media, Campaigns, Web Analytics, and Monthly Reports. The main content area is divided into two sections: 'Top' and 'Country'.

Top

Category	Count	Trend
Country	1004	[Trend Line]
State	884	[Trend Line]
City	334	[Trend Line]
Region	134	[Trend Line]
Sub-continent	84	[Trend Line]
Continent	74	[Trend Line]

Country

Country	Count	Trend
Country 1	1004	[Trend Line]
Country 2	884	[Trend Line]
Country 3	334	[Trend Line]
Country 4	134	[Trend Line]
Country 5	84	[Trend Line]
Country 6	74	[Trend Line]

Transactional Segmentation (WHAT)

Transactional Segmentation (WHAT)



Leverage order data from e-commerce sites and goals from lead generation/B2B websites to identify high- and low-valued buyer segments

Transactional Segmentation (WHAT)

Definition and Importance

- Transactional segmentation divides customers based on their purchase behaviors.
- Helps in targeting marketing strategies more effectively.
- Enhances customer experience and increases conversion rates.

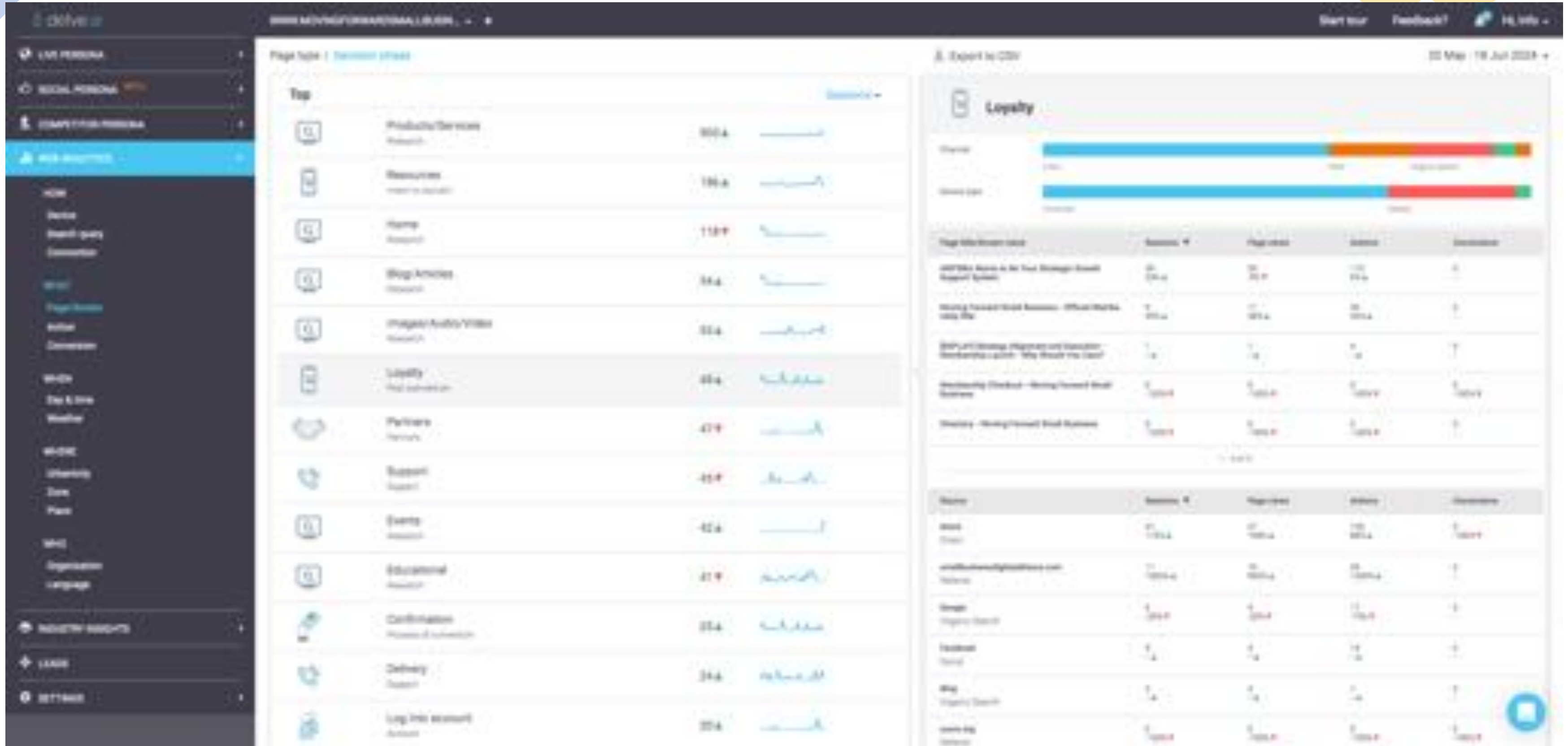
Key Attributes

- **Order data:** Track purchase frequency, value, and product types.
- **Lead generation goals:** Focus on acquiring new customers.
- **B2B websites:** Aim for quality leads that can convert into long-term clients.



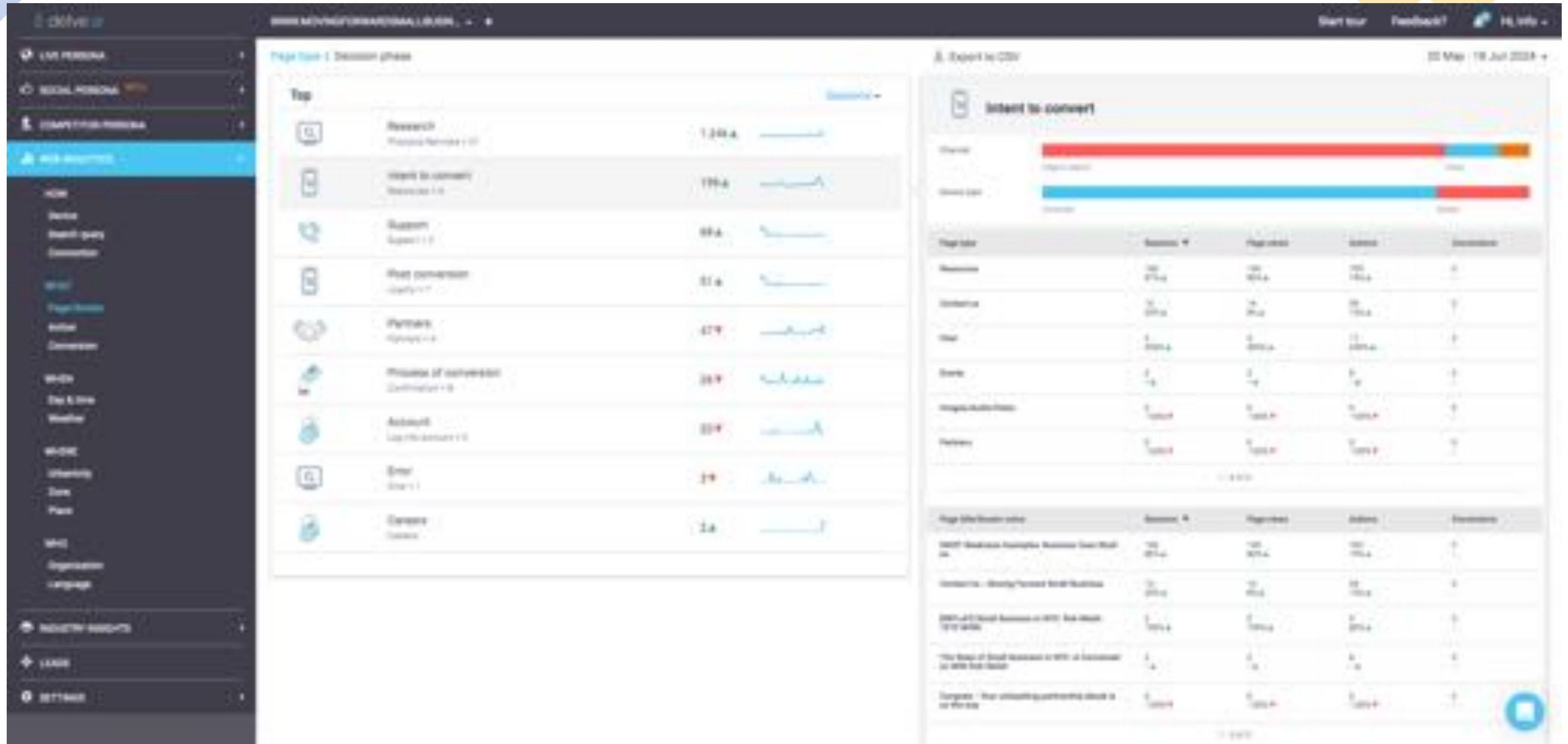
Transactional Segmentation (WHAT)

Leverage order data from e-commerce sites and goals from lead generation/B2B websites to identify high- and low- valued buyer segments



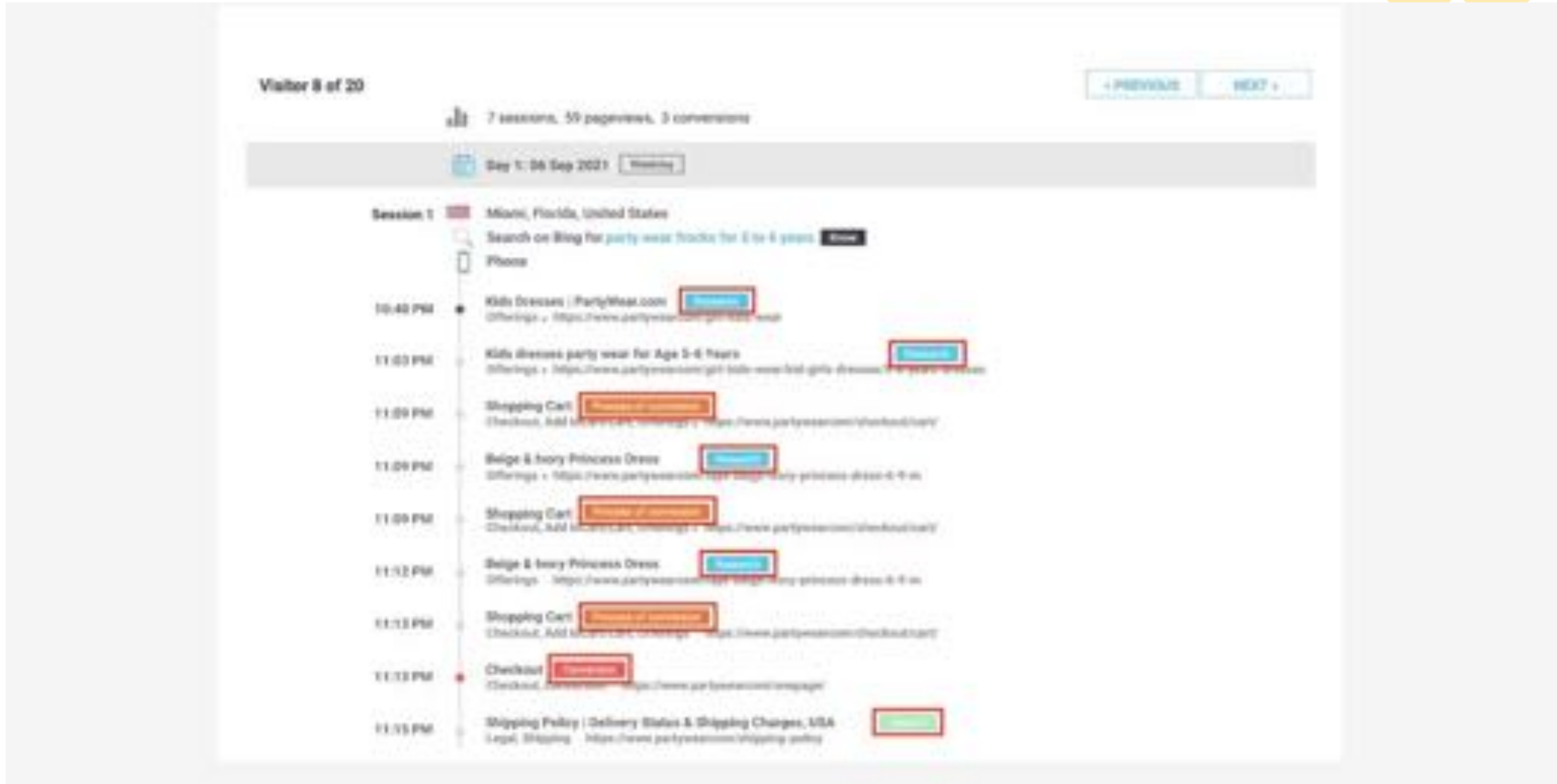
Transactional Segmentation (WHAT)

Leverage order data from e-commerce sites and goals from lead generation/B2B websites to identify high- and low- valued buyer segments



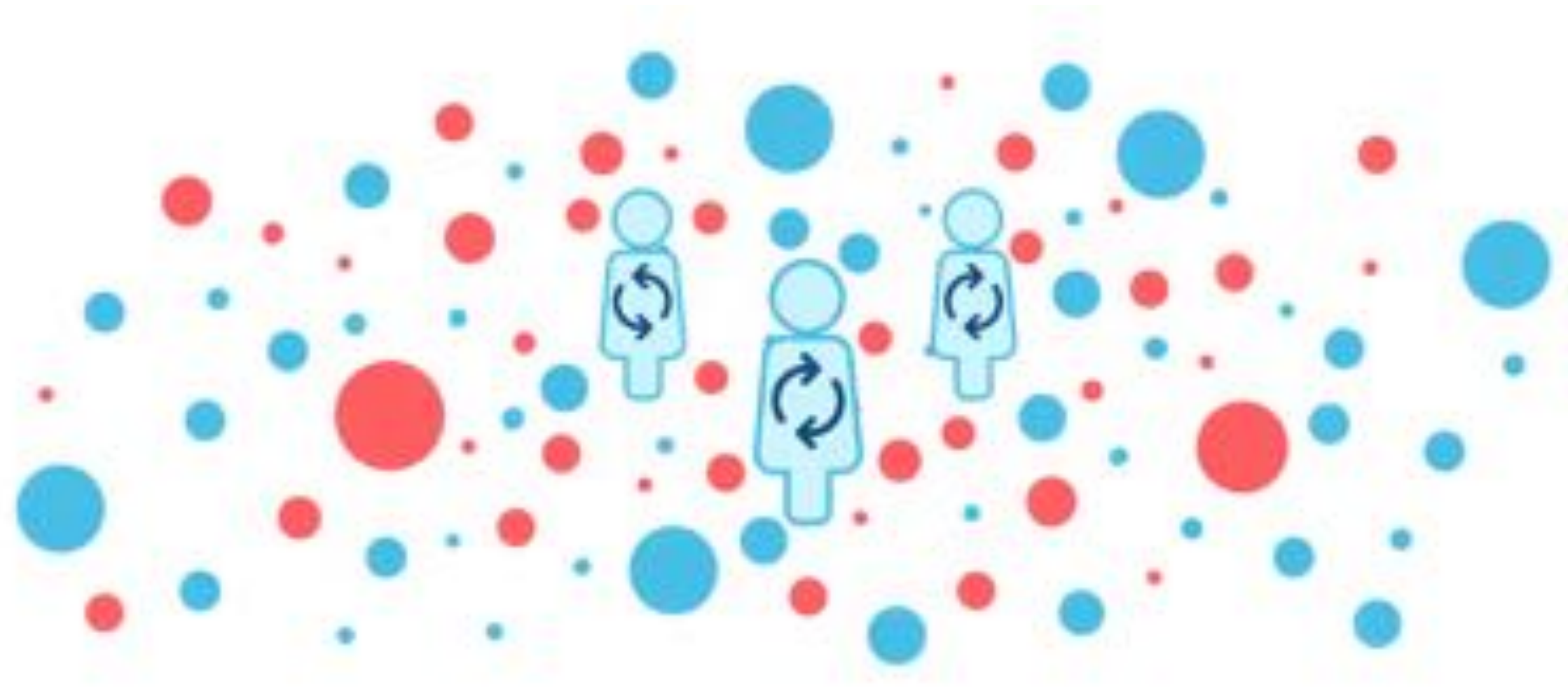
Transactional Segmentation (WHAT)

Leverage order data from e-commerce sites and goals from lead generation/B2B websites to identify high- and low- valued buyer segments



Integration and Automation of Segmentation

Integration and Automation of Segmentation



Get answers to questions such as:

- How many types of users do I have?
- How do they differ in their interactions?
- Which are my desirable segments?

Integration and Automation of Segmentation

Importance of Integrated Segmentation

- Provides a holistic view of customer behavior and preferences.
- Enhances precision in targeting by leveraging multiple data points.
- Streamlines marketing strategies for higher efficiency and effectiveness.

Automatic Segmentation Tools

- Utilize AI to analyze and segment users based on various data dimensions.
- Save time and reduce human error in the segmentation process.
- Offer real-time insights and dynamic adjustments to segmentation criteria.



Data Source/Integration

Build rich personas leveraging first-party data (Google Analytics, Search Console, CRM, ESP) and public sources (social media, voice of customer)



Visitor Groups

Classify B2B website visitors automatically into business prospects, job seekers, investors, partners/competitors, press and service providers



Data Enrichment

Augment data for deeper context with 20+ additional data sources and unearth behavioral insights with machine learning



Urbanicity



Media



Movies



Social networks



Websites



Podcasts



Interests



Brands



Communication



Job functions



Industries



YouTube

Get Rich Industry Specific Insights

Identify variations in key structured attributes specific to your industry/vertical



Next Steps

Unpacking Segmentation Replay & Resources

Special Offer All Attendees: 20% off Lifetime Membership
Discount available until July 1, 2024 with code "segment2024"

JOIN ONLINE COMMUNITY

CHAT WITH JONNY

Below are the resources for the presentation you recently attended via DMWF

We thank you for attending and look forward to helping support you in your own digital transformation and business strategy to grow your business.

Segmentation Resources

Video Replay Presentation



Replay and Resources



Or Go to URL Below

<https://www.movingforwardsmallbusiness.com/unpacking-segmentation-replay/>

Lifetime Access to Community



**Strategy Alignment and Execution
Membership & Community- Lifetime Deal
Offer**

<https://www.movingforwardsmallbusiness.com/membership-levels/>

QUESTIONS



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