

SEGMENTATION ANALYSIS

It is inefficient to target an entire population when your most loyal, most satisfied customers may fall into naturally forming groups or clusters. Segmentation analysis allows you to identify the different types of consumers, how they respond to your brand, and how to find them.

Most of the time consumers will naturally fall into groups based on varying attitudes, beliefs, or lifestyles, such as “adventure seekers” or “budget hunters. Understanding your brand’s position within these groups will help identify key target markets.

How can it help me?

A segmentation analysis will combine similar groups of consumers together based on their attitudes, lifestyles, behaviours, etc. Some segments may be attractive/loyal to your brand . Some segments may need to be marketed to differently – *How to find them, convince them, and keep them.*

