HawkPartners Segmentation Roadmap

Design

Start with the Endgame in Mind:
- Uses
- Products
- Data sources
- Measurement

Utilize Multiple Data Sources:
- Customer/prospect survey
- CRM/internal data
- Syndicated data (Acxiom, etc.)
- Media usage data (MRI, etc.)

Obtain Input & Buy-in from Key Stakeholders:
- Marketing
- Sales
- Product development
- Senior leadership
- Finance
- IT

Develop a Multi-Dimensional Framework:
- Attitudes
- Behaviors
- Customer value
- Demographics
- Media usage

Build

Build Initiatives for Target Segments:
- Products
- Services
- Campaigns
- Channels
- Experiences

Develop a Robust Reporting Tool:
- Portal
- Dashboards

Use

Create a Continuous Feedback Loop:
- Use response rates and other ROI data to build and refine framework and internal understanding of segments

Provide Ongoing Training & Education

DESTINATION:
- More effective marketing
- More efficient resource allocation
- Better customer engagement

STOP

Segmentation "Rules of the Road"

Reasons to Make the Journey

◆ Improved ability to target your most attractive customers

◆ More effective product launch and development

◆ Improved effectiveness and efficiency of marketing campaigns

◆ Enhanced customer loyalty through better understanding of customer perspectives

BUMP AHEAD

Bumps in the Road You'll Likely Encounter

◆ Lack of buy-in and support from senior leaders and/or various functions, geographies, or business units

◆ Disagreement among stakeholders on the objectives, approach or scope

◆ Approach that is not tied to larger marketing and sales strategies

◆ Insufficient resources to enable large data set for effective targeting and predictive analytics

◆ Stalled momentum after initial introduction due to lack of training, communication and structure to sustain use

Best Ways to Stay On Track

◆ Inclusive stakeholder involvement in research design

◆ Rigorous definition of your target market

◆ Robust sample for deep learning and higher confidence

◆ Simple, practical tools to identify and target desired segments

◆ Iterative approach to learn and evolve with business needs