

Marketing Segmentation: Who Are Your Customers?



Have you ever sliced, diced and analyzed your customer/client base? By looking closely at your existing business, you may be able to categorize them or “segment” them that will help you better determine how to invest in future marketing venues. The idea is to clone those best customers. By knowing some criteria about them, you will be in a better position of reaching them through traditional marketing and advertising mediums, as well as your personal selling efforts.

Current and Best Customers & the products/services they most often buy from you	Spends the most?	Gives you the most repeat business?	Sends you the most referrals?	Has the best business relationship (chemistry)

DISCLAIMER: This is only a tool, not a scientific methodology for analyzing your business

As you look at your top customers above, think about some criteria that can help you segment or group them into categories. Some criteria will be more meaningful or helpful to you than others depending upon your type of business. These criteria will help you in your prospecting and selling efforts, as you try and target potential customers based upon similar criteria. Here are some examples of segmentation criteria:

Age	Sales revenues	Industry	Buying patterns
Income	Number of employees	Gender	Cash or credit purchase
Geography	Profit/non-profit	Socioeconomic status	Source (how'd they hear about you?)