



5 WAYS TO BECOME A MARKETING SEGMENTATION MARKSMAN

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Marketing Segmentation

Gone are the days of acting on gut instinct alone. Today, **data-driven marketing** has emerged, and the more data you have, the better. Capitalize on the value you get from segmentation by discovering your data to understand trends and design new campaigns. Also, stop guessing about

whether or not you are targeting the right people, running the right campaigns or selling in the appropriate channels, and start gaining a more profound understanding of what, **where, who, how, and why** you should be going after next.



Becoming a segmentation sniper is about mandating that one of your most significant assets – your data – provides laser-focus accuracy about how to align your marketing strategy and tactics with great segmentation.

When you dig into the analysis that underlies strategy and tactics for most marketing professionals, you expose more gut-instinct than facts. For a long time, this has worked. Experience, relationships, and impressions have defined success. But in today's environment of scrutinized spending and measurable impact, tenure in an industry or a sell-out event is not enough to determine success. Marketing must become more **shrewd**, more **impactful**, and more **accountable**.

A cornerstone to this development is putting your data to work for you.

By expecting more out of your data, it will bring depth and precision to your process and help you with everything, starting from which markets to target and what channels to use. There's rich information within **marketing and CRM** systems, not to mention data warehouses, databases, third-party, and social media.

However, having the data is not enough.

Here are five strategies that will make data work for you:

Go beyond basics: Drill into the connections among product, mix channels, and pricing to see if you are optimizing for all your environments. You might find a channel or an audience that is driving outsized results. Going beyond the basics is vital to get the most out of your foundational data and generate insight that will help you **efficiently spend**, drive measurable impact to your organization, and separate yourself from your competition.

Add micro-segmentation: With the masses of information available today and the control you have over your marketing efforts, micro-segmentation strategies can make your tactics more precise. Micro-segmentation drills into your topline segmentation and identifies **behaviors and preferences** that will provide the effective foundation investment.

Mix and match data sources: Connecting data sources reveals deeper insight and should be a mainstay of segmentation projects. If you are not taking the time to bring together disparate data sources, you do not see the complete picture. Discovering blended data puts a spotlight on new segments and offers characteristics about the segments you have identified. This, in turn, drives **targeted – and more effective – tactics** to go after these opportunities.

Map your data: Customer profiles, channel type, product mix are limited examples of data brought to life on maps. Creating a map that allows you to zoom in and zoom out to understand both **micro and macro trends** will bring a level of specificity to your segmentation strategies and tactics you cannot gather from spreadsheets or pivot tables.

Share and refine: Creating dashboards that contain relevant tables, charts, and other information about your segmentation is the first step to effective sharing. This gives viewers the prospect to quickly understand your segmentation and drill into it. Communicating your dashboard is the second step of sharing your segmentation. Sending a spreadsheet or slide deck in the email does not cut it to assure the reader that they do not see something stale. This process leads to more **productive discussions** that provide new angles on your analysis.

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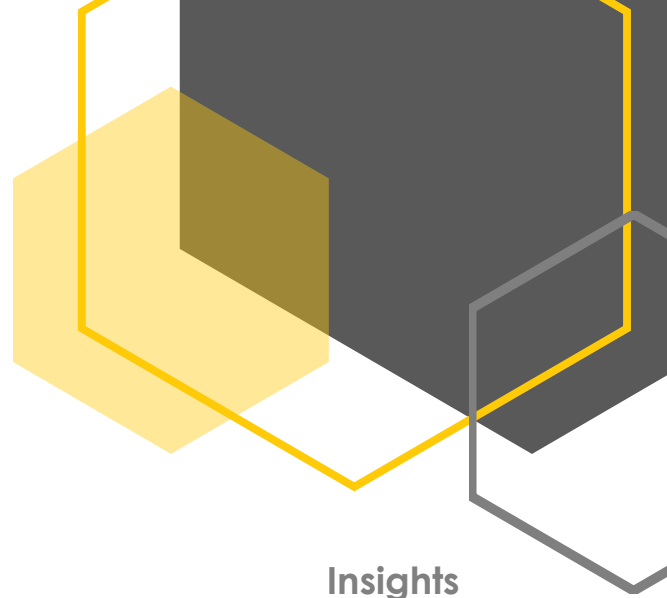
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With a team of 500 researchers spread across four continents, we can understand diversity in local behavior and business environment, overcome language complexities, proactively identify complex multi-level regulatory issues, and obtain high-quality information on private companies. By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs.

Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.



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