## Consulting & Research Solutions CORPORATE DEMOGRAPHIC SEGMENTATION

Accurate B2B segmentation facilitates focus and the application of critical mass to support the development of strategic and tactical initiatives.

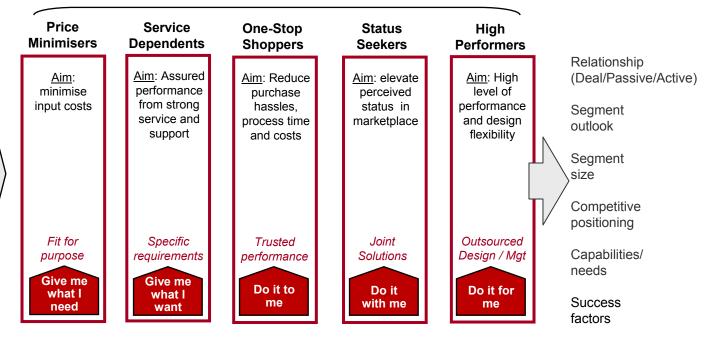
## **Required inputs**

Internal and external research In-depth face-to-face interviews

## For:

- Industry segment
- Size metrics (staff, turnover, etc.)
- Buying process
- Geography
- Affiliations / alliances
- Ownership
- Observed behaviour
- Apparent needs
- Priorities

PSYCHOGRAPHICS (Values/ethos, Attitudes, Aspirations, Risk profile, etc.)



## **Deliverables**

- Clear customer segmentation > Identify most profitable / promising / emerging industry segments and lead customer prospects
- Create distinctive segment value propositions
   Improve sales and marketing efforts and expand market share
- Deliver value propositions to target segments in most efficient and cost effective way
   Formulating of channel strategy
- Alignment of brand strategy
   ▶ Understand most profitable way to deliver the segment strategy
- Positioning of product brands
   ▶ Global product brand architecture

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