

SEGMENTATION AND ENGAGEMENT CYCLE

1. KNOW YOUR AUDIENCE

Understanding the many different aspects that make up your audience and how they behave with your campaigns, content, products and services is important in evaluating the most logical segments to target.

Browsing and clickthrough behaviour is a powerful way to segment your audience. New subscribers tend to open and click more, so take advantage of this to attempt to gain their loyalty early on by offering highly targeted offers.



DEMOGRAPHIC

e.g. Age, Gender, Location, Occupation

BEHAVIOUR

e.g. Frequency on website, Email engagement

INTERESTS

e.g. Content categories, Hobbies

CHANNEL PREFERENCE

e.g. Desktop, Smartphone, Newsletters, SMS

LIFECYCLE STAGE

e.g. New user, Registered, Repeat customer

SEGMENT A



enjoys outdoor sports, repeat customer, responds well to last-minute deals

SEGMENT B



subscribes to email newsletters, enjoys easy-going holidays

SEGMENT C



full-time employed, likes group travel and exotic locations

2. CREATE A VALUE PROPOSITION

Once you have segmented your audience, you need to develop a marketing strategy for each subgroup. This will help determine which segments will provide the most value to your organisation.



Look beyond the historical data and expand your analysis, try to anticipate the next step your audience might take in the mapping process.



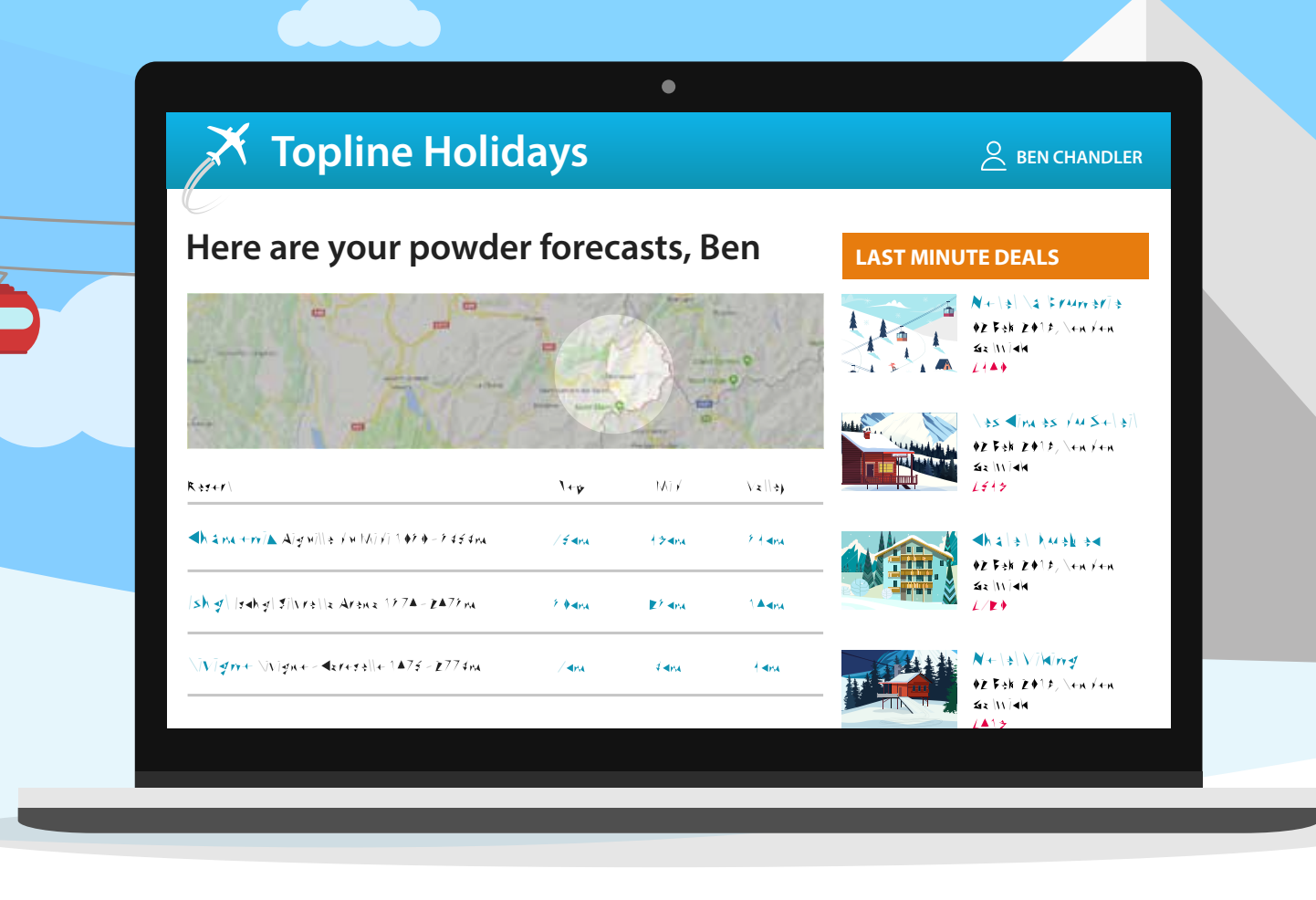
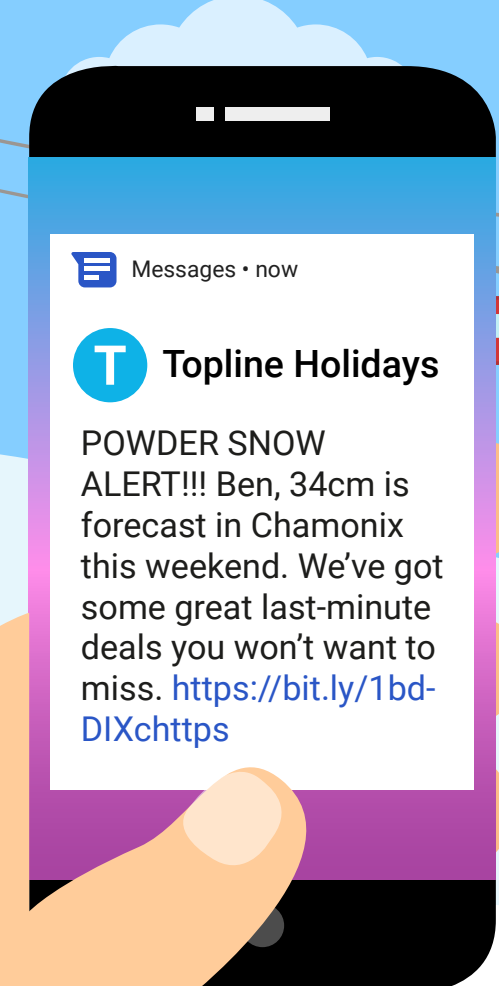
3. PERSONALISE OFFERING MESSAGES

Based on the earlier developed strategy, ensure that the message delivered is personalised in pointing out the value and need that the solution provides for each group.

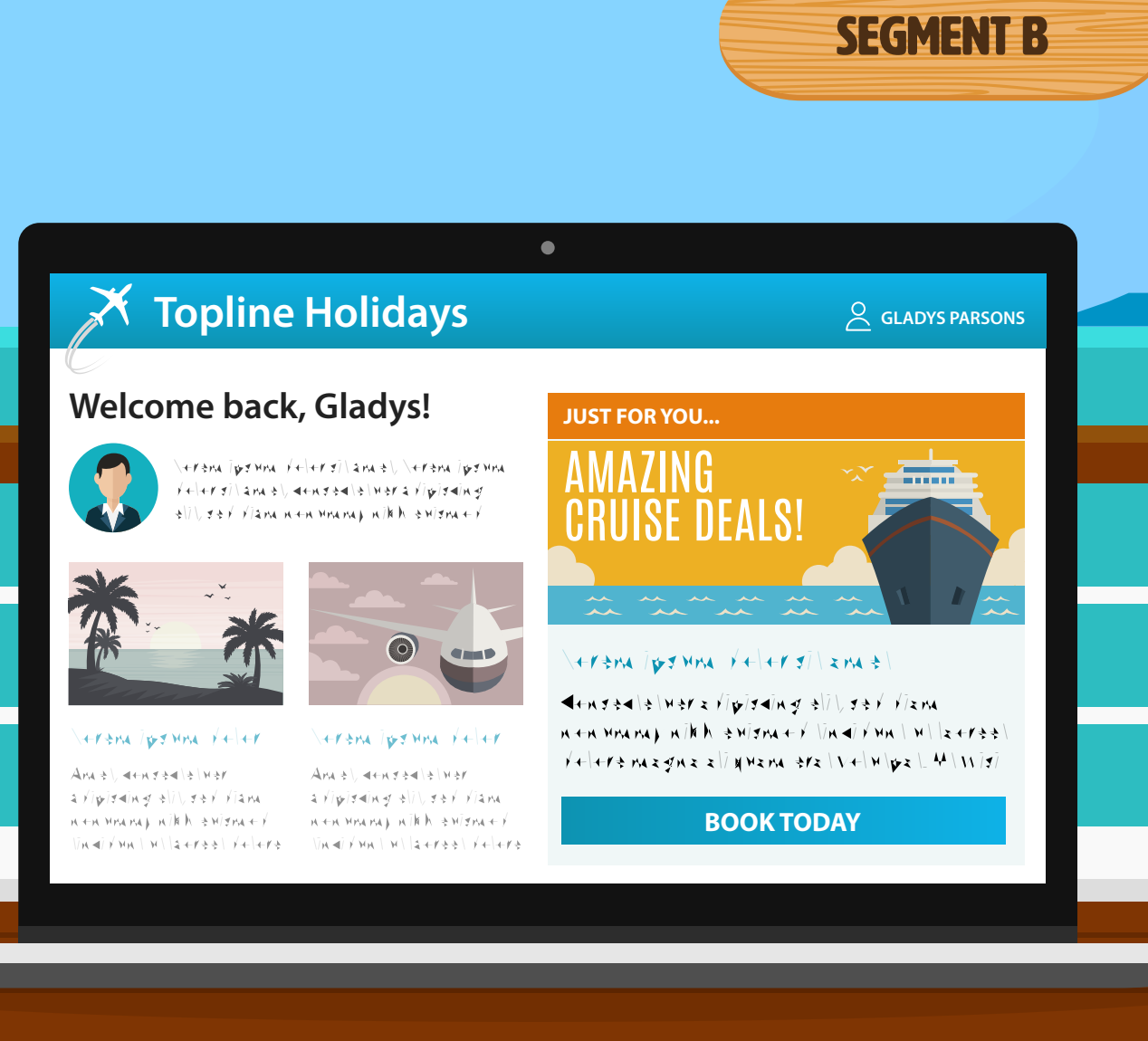
"74% of consumers get frustrated when content has nothing to do with them"

SMART INSIGHTS

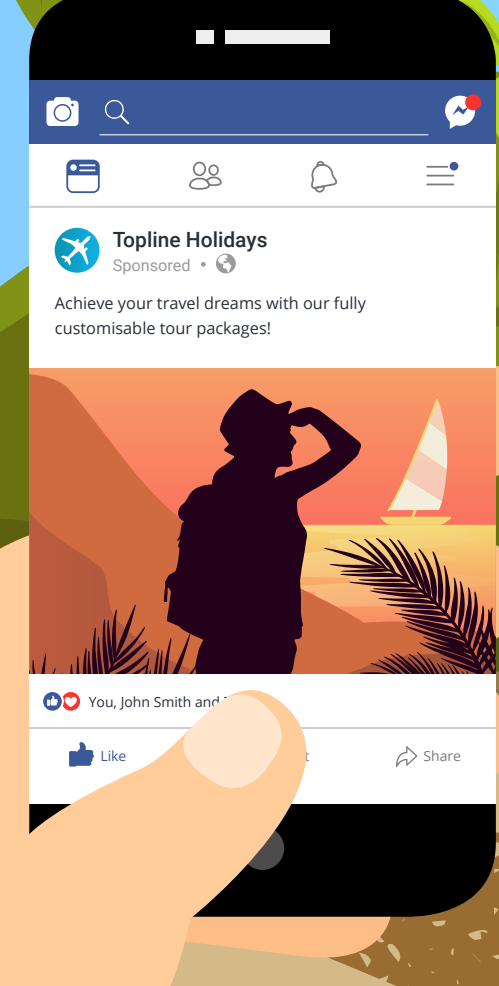
SEGMENT A



SEGMENT B



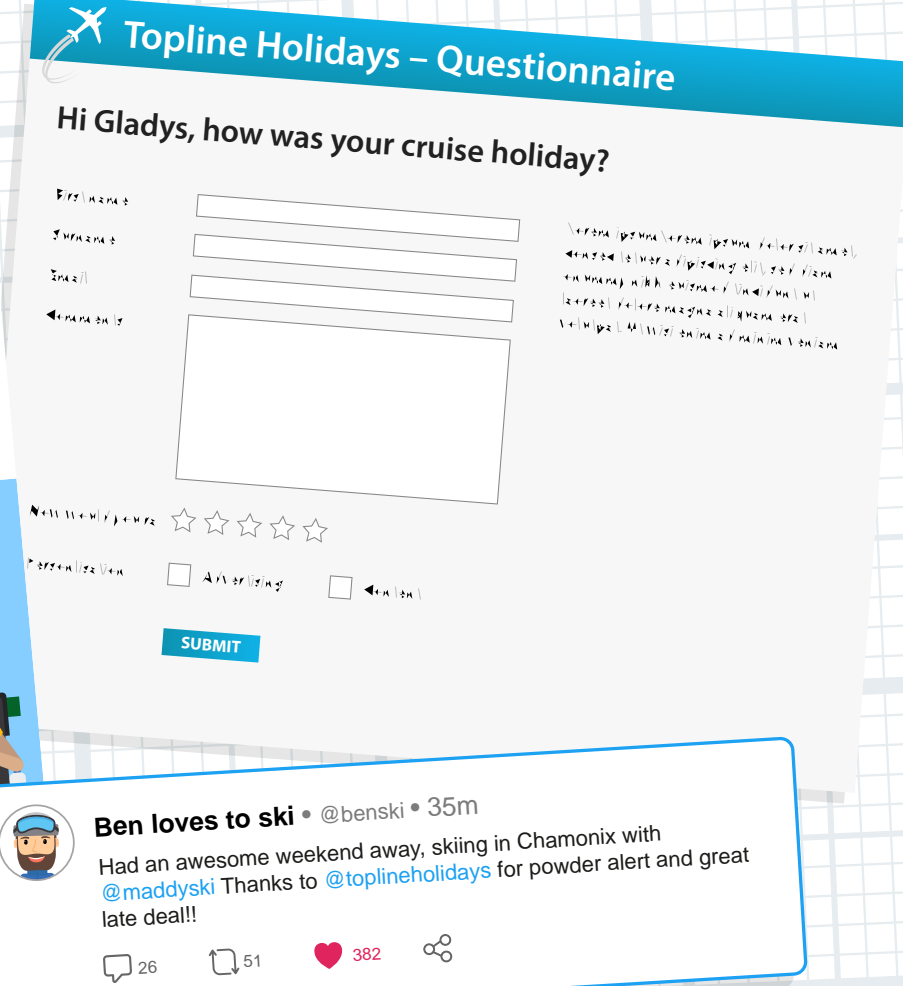
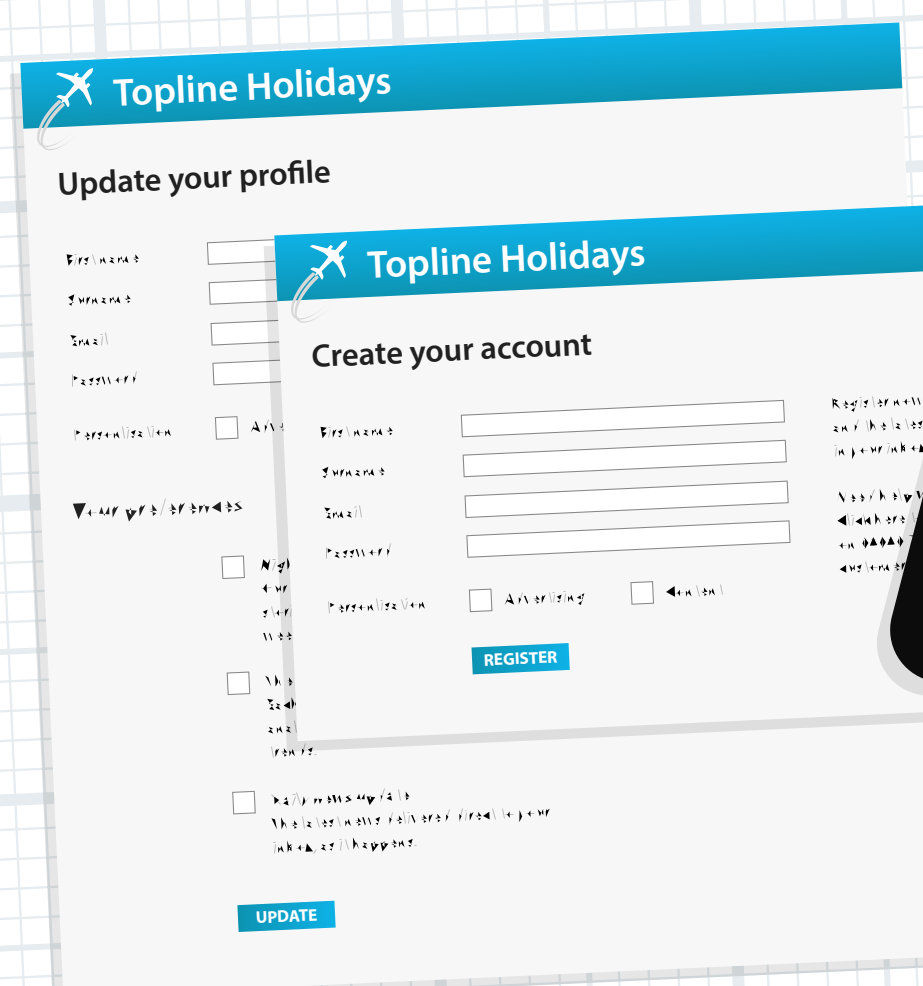
SEGMENT C



4. COLLECT DATA AND TRACK PERFORMANCE

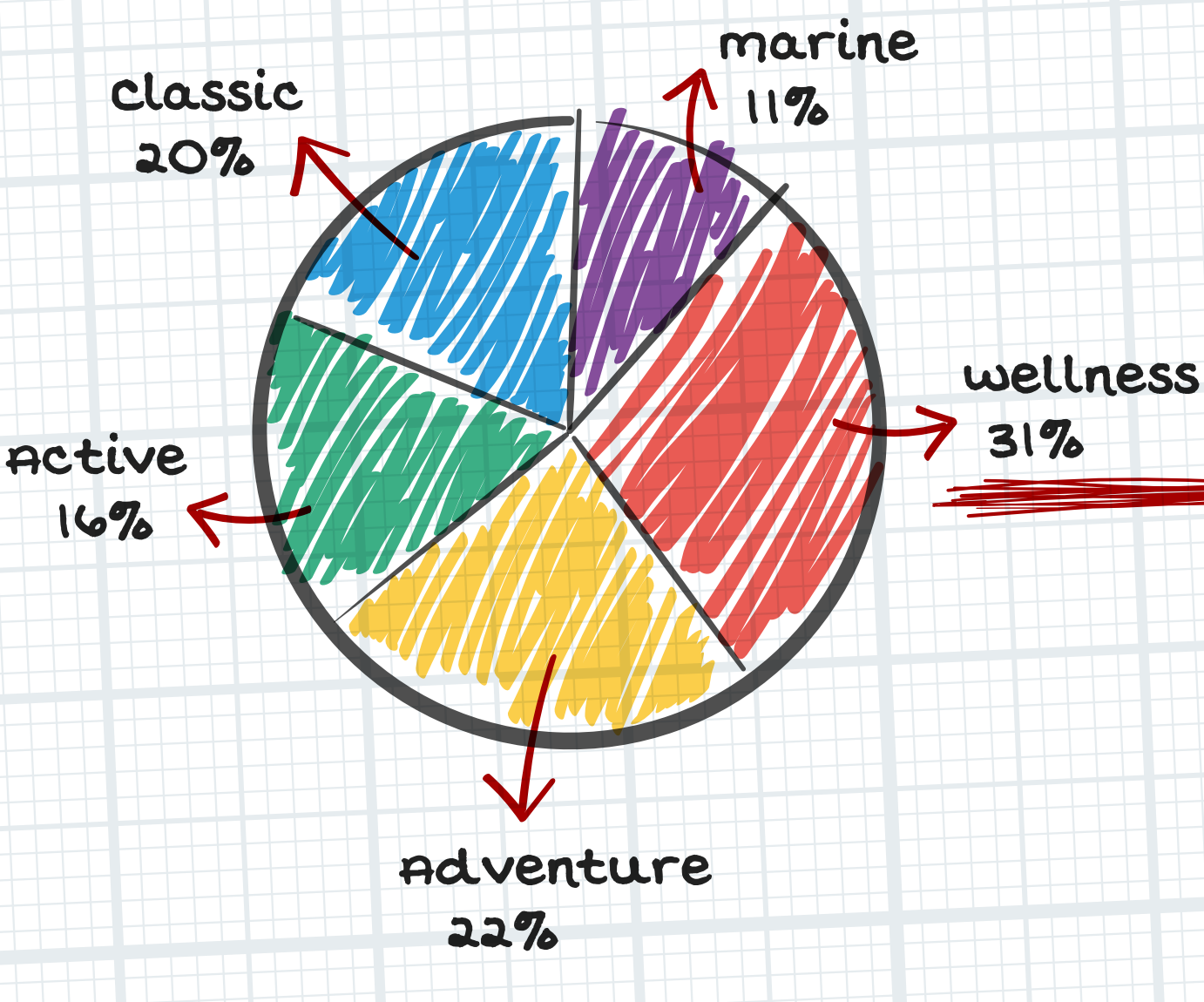
Use the information to determine the success of your campaigns, content products and services. You can also use this to refine your offerings as well as update your segments (as necessary).

Timing and consistency are important to establishing reliability with your audience & increasing overall engagement.



segment c

full-time employed, likes group travel and exotic locations



NEW OFFERING!



"48% of consumers spend more when their experience is personalised"

SMART INSIGHTS



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