Insights snapshot: Targeting Strategy

Drive new thinking and growth for your brand.



radius



A robust targeting strategy sets the foundation for growth.

It helps your brand team uncover new business opportunities and improve the existing ones, as well as influence key strategic decisions: Targeting & innovation

Understanding category engagement and purchase decisions

Positioning and communication



What makes for great segmentation?

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It serves as an engine to drive new thinking and growth within a company

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It aligns the organization and steers it in a more defined direction

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It **activates** the segmentation across all internal functions



How do you know when segmentation is needed?

People in the organization are basing decisions on opinions instead of solid insights about the customer - "I think vs. we know"

Too many assumptions regarding customers are being made when facing critical strategic decision-making

It's becoming more difficult to easily describe your customers and what your brand means to them



Our unique approach: Targetable Segmentation

Organizes customers in a database into micro-segments

Connects differences in behavior and attitudes to targetable attributes





Segmentation studies don't end with the final report.

Activation of the insights across the organization is critical for better strategic decision-making.

Some integration techniques include:



Persona Development

These characterizations reflect the defining elements of each segment.

Workshops

Educate internal teams on the nuances of the segments. These workshops can include role-playing scenarios and immersion.

Communication Tools

Effective strategies for bringing segments to life include videos, posters, pocket guides.



Integration also includes specific action plans for each team: —



STRATEGY	BRAND	PRODUCT	SALES	1
Customer/Prospect Scoring	Advertising/ Communications	Product & Service Management	Sales Tool	
Accurately defines	Tailors positioning	Design based on needs,	Use inbound/outbound	
customers/prospects	and messaging	including product	sales efforts to	
		development	classify prospects	
			immediately	



Our experience in segmentation studies includes leaders in the CPG, technology, financial, and fast casual industries:



































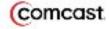














Targeting Strategy is one aspect of our Brand Growth Navigator — the model our clients rely on to point them in the right direction in segmentation, targeting, customer experience, and more.

Learn more:



Watch video



Download ebook



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Our 60+ years of brandbuilding expertise has been honed through our partnerships with Fortune 500 leaders as well as challenger, disruptor, and emerging brands.

These brands come to
us for our business
growth mindset that
starts with one
unwavering goal:
Putting your customer
at the center of all
strategic business and
marketing decisions.



Guiding your brand on its growth journey.