

Insights snapshot:
**Targeting
Strategy**

Drive new thinking and growth
for your brand.

radius





TARGETING
STRATEGY

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:

Positioning and
communication

Understanding category
engagement and
purchase decisions

Targeting &
innovation



What makes for **great segmentation?**



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



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



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



TARGETING
STRATEGY

Our unique approach: **Targetable Segmentation**

Organizes customers
in a database into
micro-segments

Connects differences
in behavior and
attitudes to targetable
attributes

Creates final targetable
segments that are
unique and identifiable





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

Customer/Prospect Scoring

Accurately defines
customers/prospects

BRAND

Advertising/ Communications

Tailors positioning
and messaging

PRODUCT

Product & Service Management

Design based on needs,
including product
development

SALES

Sales Tool

Use inbound/outbound
sales efforts to
classify prospects
immediately



TARGETING STRATEGY

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



Insights snapshot: Targeting Strategy

Our 60+ years of brand-building 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.**

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Guiding your brand on its growth journey.