Market Segmentation: *Designing, Implementing & Activating*

SESSION 1: SETTING UP FOR SUCCESS : *Begin With The End In Mind*

- Objectives for segmentation – when to use
- Types of segmentation (behavioral to attitudinal, occasion based, database, etc.)
- Overcoming organizational barriers to funding

SESSION 2: BLUEPRINTING

- Key stakeholder interviews and running the blueprinting session – key questions to ask
- Pre-segmentation qualitative research – when it's needed
- Activity - participate in blueprinting session using virtual tools

SESSION 3: THE KEYSTONE FOR SUCCESS: *The Segmentation Questionnaire*

- Types of measures needed – basis vs. profiling variables
- How to determine the necessary content
- Creating scales designed to detect differences (Max diff/Conjoint/Semantic Differential, etc.)
- Useful standardized scales – how to find them
- Other successful measures – life stage, personality, etc.
- Pre-testing the questionnaire
- Applied exercise

SESSION 4: THE ART AND SCIENCE OF SEGMENTATION ANALYSIS

- Understanding the data and looking for good candidates for basis variables
- Planning the insights session
- Case study: COVID Segmentation
- Types of analysis and when to use (K-means, Cohorts, Hierarchical, etc.); pros and cons
- Combining methods/optimizing segments

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SESSION 5: IDENTIFYING THE WINNING SOLUTION

- Basis variables vs. profiling variables
- Recognizing a winner
- How to read tables – what to look for
- Team activity

SESSION 6: TOOLS FOR PUTTING THE SEGMENTATION INTO ACTION

- The typing tool/short form/segmentation classifier
- Activity using a typing tool
- Scoring a database
- The working session: how to "sell a segmentation"
- Elements of a successful segmentation report

SESSION 7: BRINGING SEGMENTS TO LIFE

- Qualitative research methods – case studies
- Personas
- Designing an activation workshop and examples for segment illumination
- Prepare for workshop

SESSION 8: MOCK SEGMENTATION WORKSHOP - PUTTING IT ALL TOGETHER

- Mock segmentation workshop
- Rolling out the segmentation
- Different methods to spread the news and overcome organizational barriers
- Winning over skeptics