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Identifying and Multiplying Your Best Customers with Customer Segmentation

Ask-Me-Anything April 2024

👋 **Hi, I'm Tamara.**

What are signs that a company should invest in defining its customer segments?

"I just published a lead gen piece for SMBs."
- *Marketer*

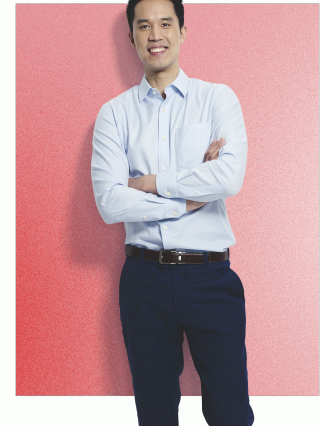"I've signed a new partner in automotive."
- *Partners*

"I'm building a new feature for realtors."
- *Product*
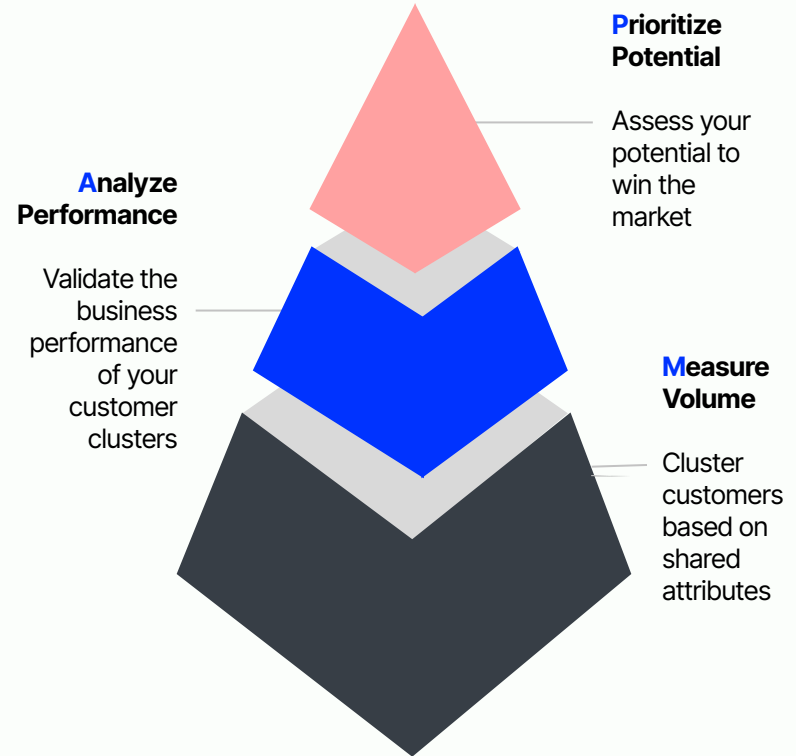
"I signed a big customer with 50 users!"
- *Sales*

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How do you identify your best customers?

Identify segments that:

1) You are currently attracting and have high volumes of

2) Have solid performance in LTV, conversion and more
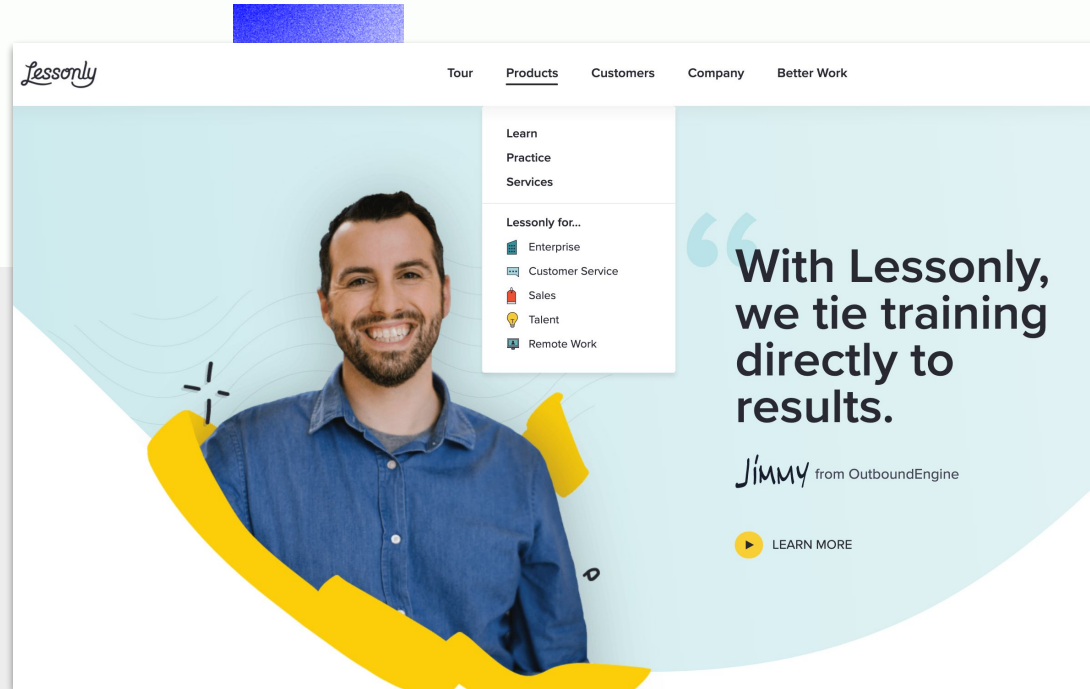
3) Are markets that support your growth ambitions

Prioritize
Potential

Assess your potential to win the market

Analyze
Performance

Validate the business performance of your customer clusters

Measure
Volume

Cluster customers based on shared attributes

M A P

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What types of data should you factor into segmentation?

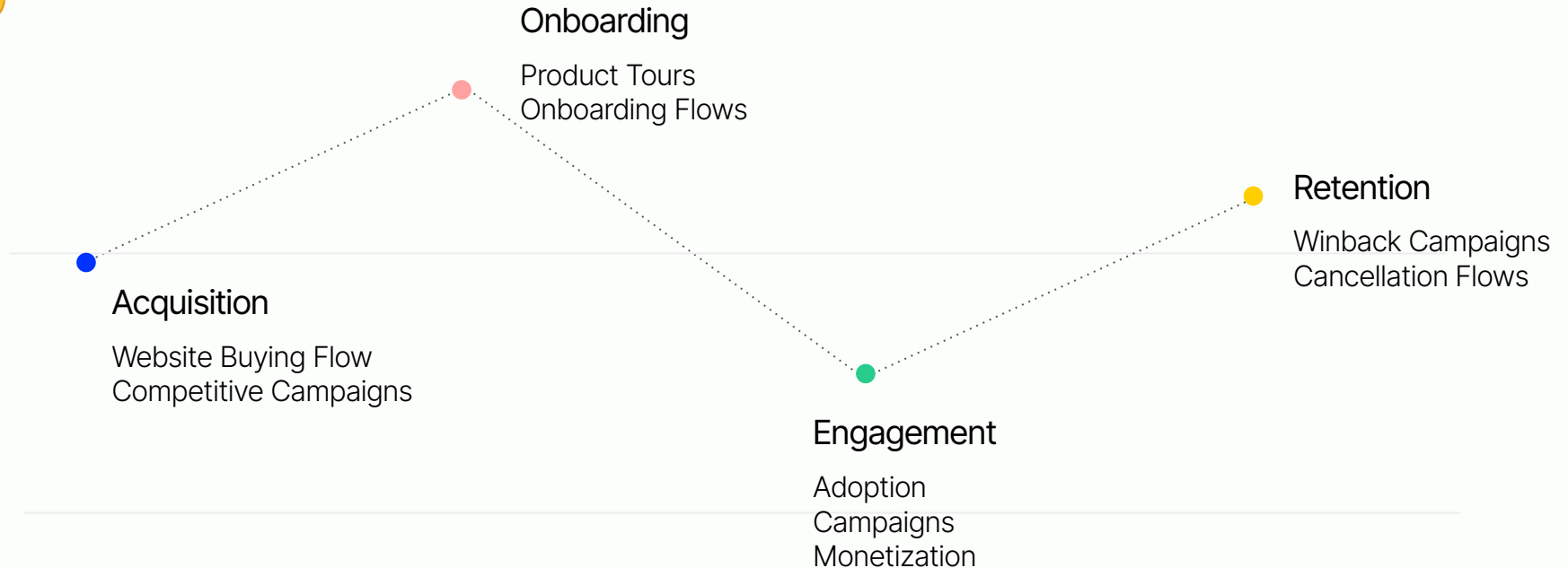|	Account Data	Demographic	Geographic	Behavioral	Psychographic
Goal	Link account data to business impact	Identify key demographic characteristics	Identify geographic location	Link product usage back to account value	Understand the human behind the account
Example Data	- Subscription start date - Billing interval (monthly/annual) - Monthly recurring revenue	- Business size - Business vertical - Job title	- Country - State - City	- Adoption of key features - Depth of usage	- Whatever info is available, if any

M A P

What internal docs should you create?

	Segment 1	Segment 2	Segment 3
Job to be done			
Pains to be relieved			
Gains to be achieved			
Prefered features			
Willingness to pay			
Core value prop			

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How should you apply segmentation to your website?

How should you apply segmentation to your customer journey?

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Onboarding

Product Tours
Onboarding Flows

Retention

Winback Campaigns
Cancellation Flows

Acquisition

Website Buying Flow
Competitive Campaigns

Engagement

Adoption
Campaigns
Monetization

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On the Streamyard livestream or
comment on the LinkedIn live event

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