

Value-based segmentation of small business and consumer markets for website services company

Objectives

- Identify segments based on potential value using easy to target characteristics
- Profile the segments in detail to understand their differentiating needs, motivations, behaviors, etc.
- Identify ways to target key segments with messaging and product

Research Design

- Phase 1: Qualitative telephone interviews with professionals to inform the design of the next phase
- Phase 2: Quantitative survey with 3,000 small businesses to identify the segments
- Phase 3: Focus groups with members of each segment helped bring them to life
- Phase 4: Quantitative survey and segmentation were recently repeated to update the small business segmentation and include consumers; 1,000 B2B respondents and 1,500 B2C respondents

Results

- Segmentation has driven how the client thinks about the market for several years
- Client is better able to target communications and products to high-value potential customers
- Segmentation shapes the marketing team's messaging, sales team's interactions with customers, and product team's development of new products