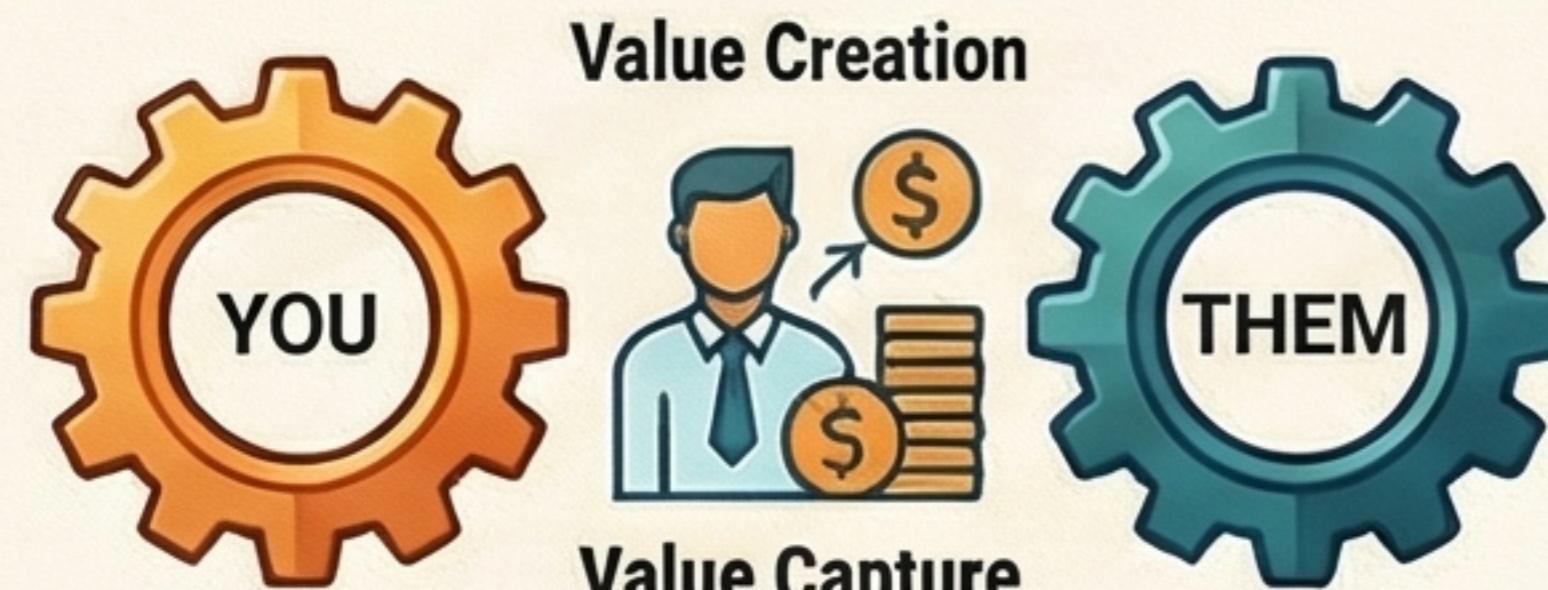


The Two-Sided Coin of Customer Targeting

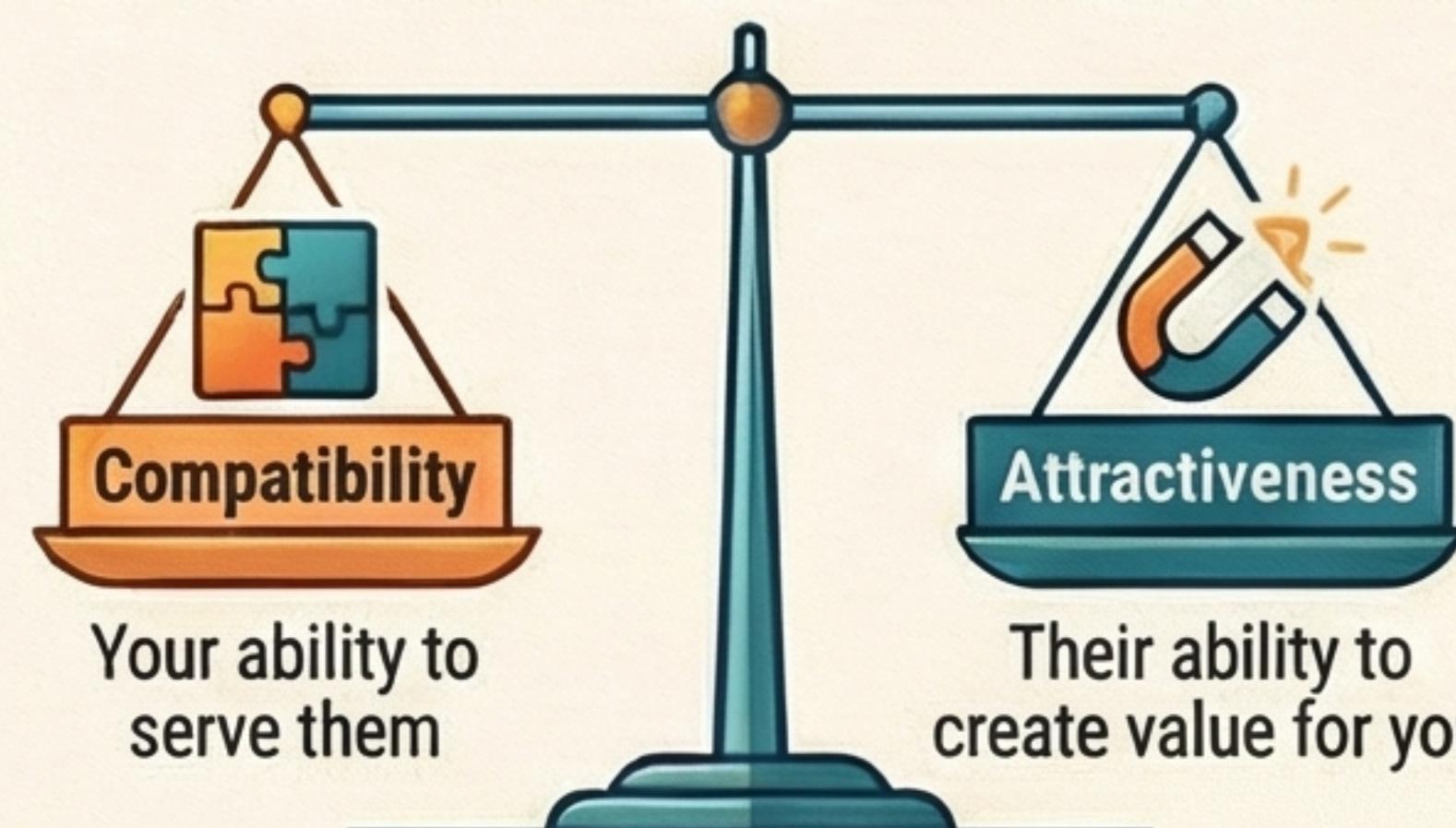
Effective marketing hinges on a two-part process: first, strategically deciding *who* to serve, then tactically determining *how* to reach them efficiently and cost-effectively.

The Core Goal: Create Mutual Value



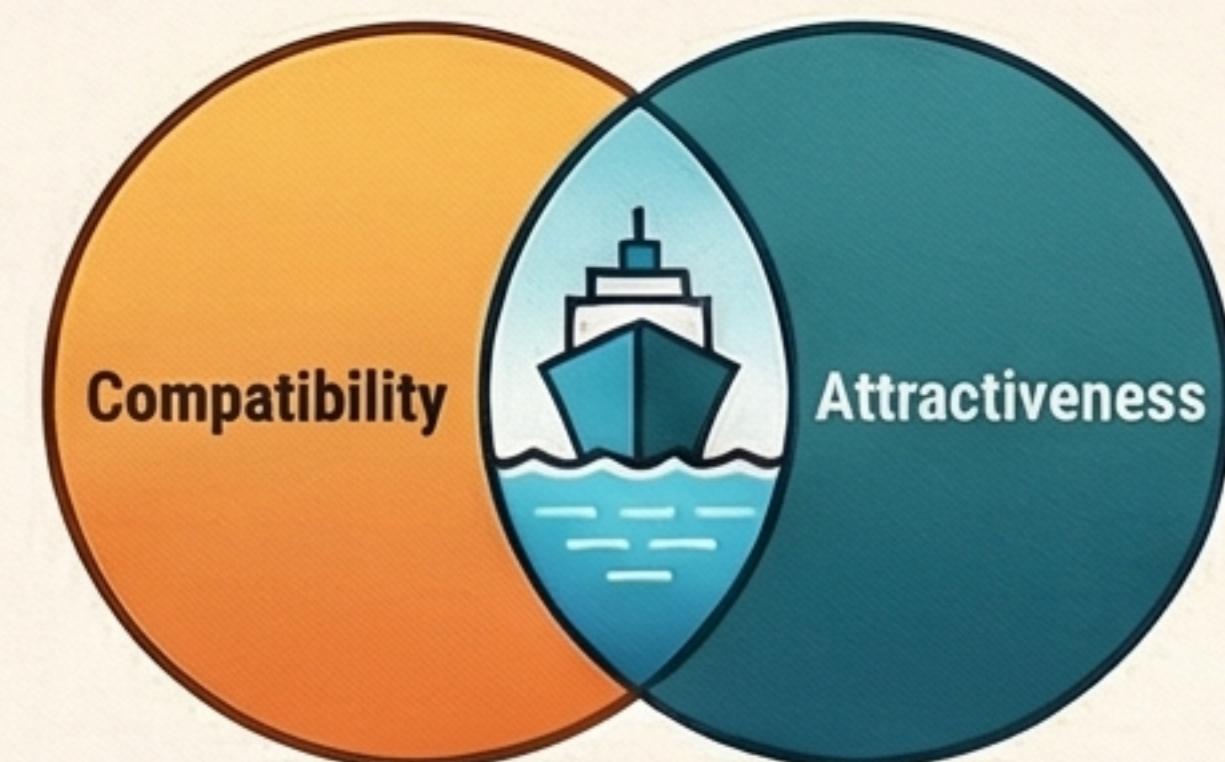
Decide which customers to serve and, just as importantly, which to ignore.

Success Depends on Two Key Principles



Your ability to serve them

Their ability to create value for you



The Ideal Target: A 'Blue Ocean'

Find customers whose needs your unique resources can fulfill better than any competitor.



The Core Goal: Achieve Efficient Outreach



Find the most effective and cost-efficient way to communicate with your chosen customers.

Link Unobservable Needs to Observable Profiles



Since you can't see 'needs'

You must find customers using their tangible characteristics.

The Ideal Method: 'Sniper' Targeting

Reach all of your target customers and only your target customers, avoiding waste.



Smarter Segmentation: From Strategy to Tactics

Market segmentation is the process of grouping customers to make marketing efforts more efficient. Instead of targeting individuals, companies can focus on segments with similar needs, streamlining their strategy.

Two Levels of Segmentation

Strategic Segmentation: The “Why”

Groups customers based on the value you can create for them and capture from them.



Tactical Segmentation: The “How”

Groups customers by their profiles (demographics, behavior) to find channels to reach them.

3 Principles of Effective Segmentation



1. Relevance

Segments must group customers based on their likely response to your company's offering.

2. Similarity

Customers within a segment should share similar needs and preferences (homogeneous).

3. Comprehensiveness

All potential customers in the market should be assigned to a segment (collectively exhaustive).

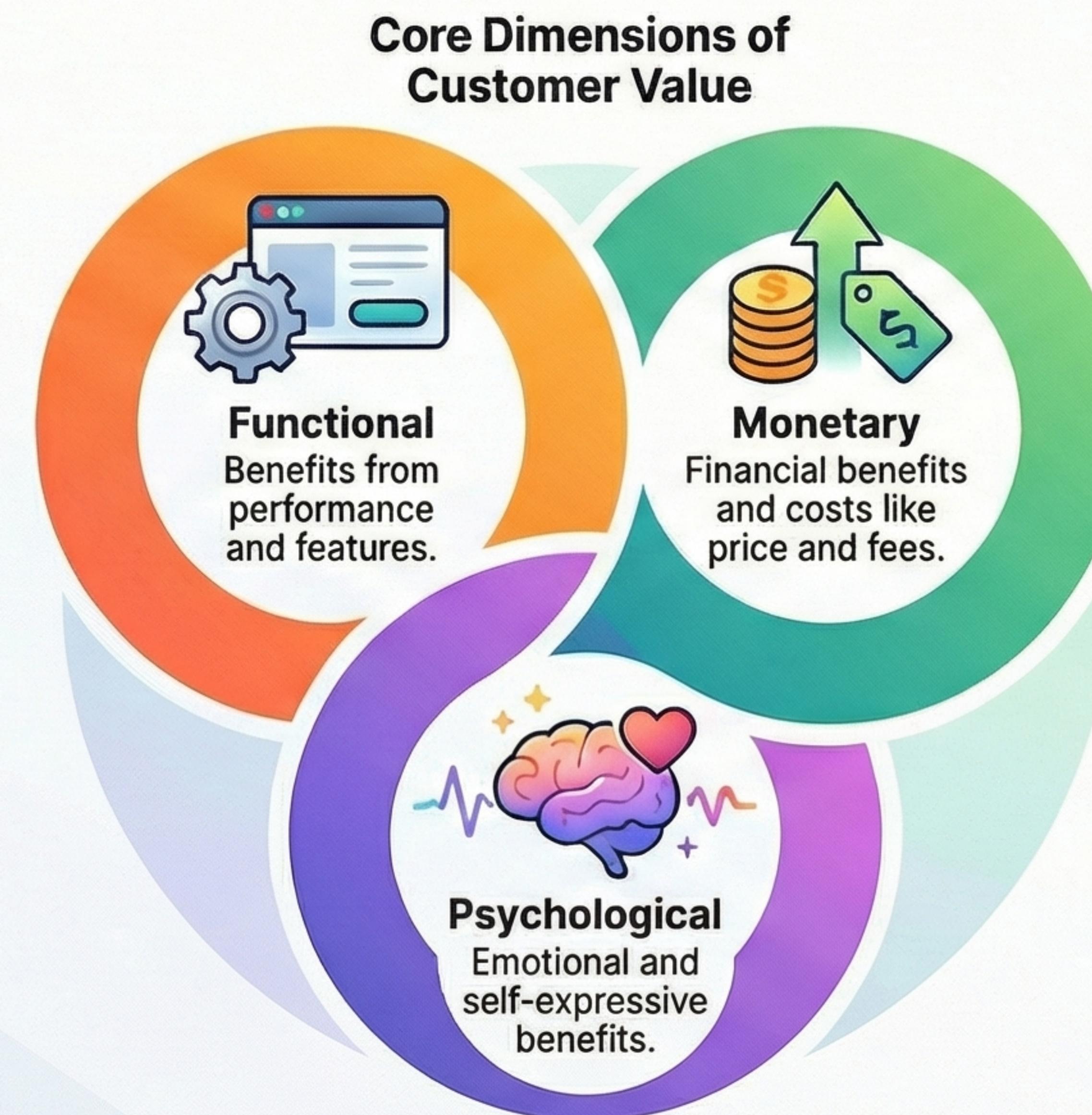
From Value Proposition to Positioning: A Marketer's Guide

A successful market strategy starts with a Value Proposition, which defines all the benefits and costs of an offering. This is then sharpened into a Positioning strategy, which communicates the single most important reason for a customer to choose that offering over competitors.



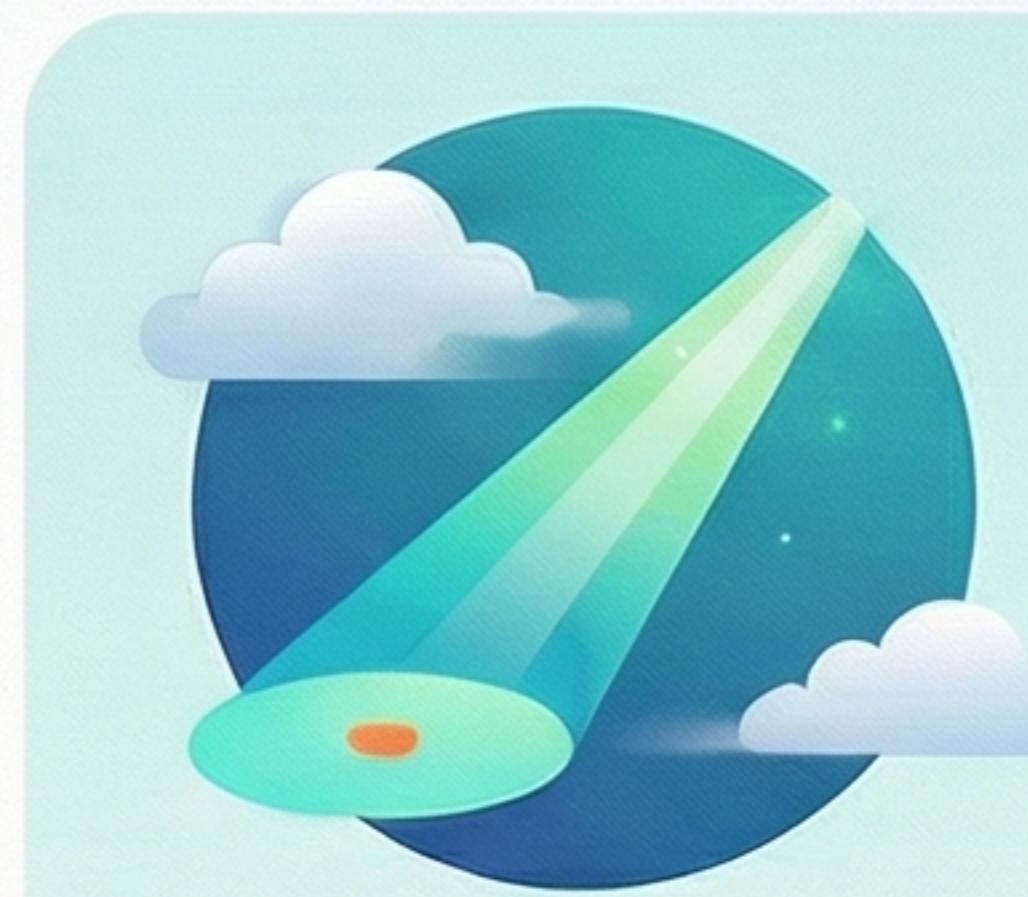
The Value Proposition: Defining Your Offer's Worth

Your core promise, defining all the specific benefits and costs your offering delivers to customers.



Outperforming Competition

Offering must create greater value for target customers than available alternatives.



Positioning: Winning a Place in the Customer's Mind

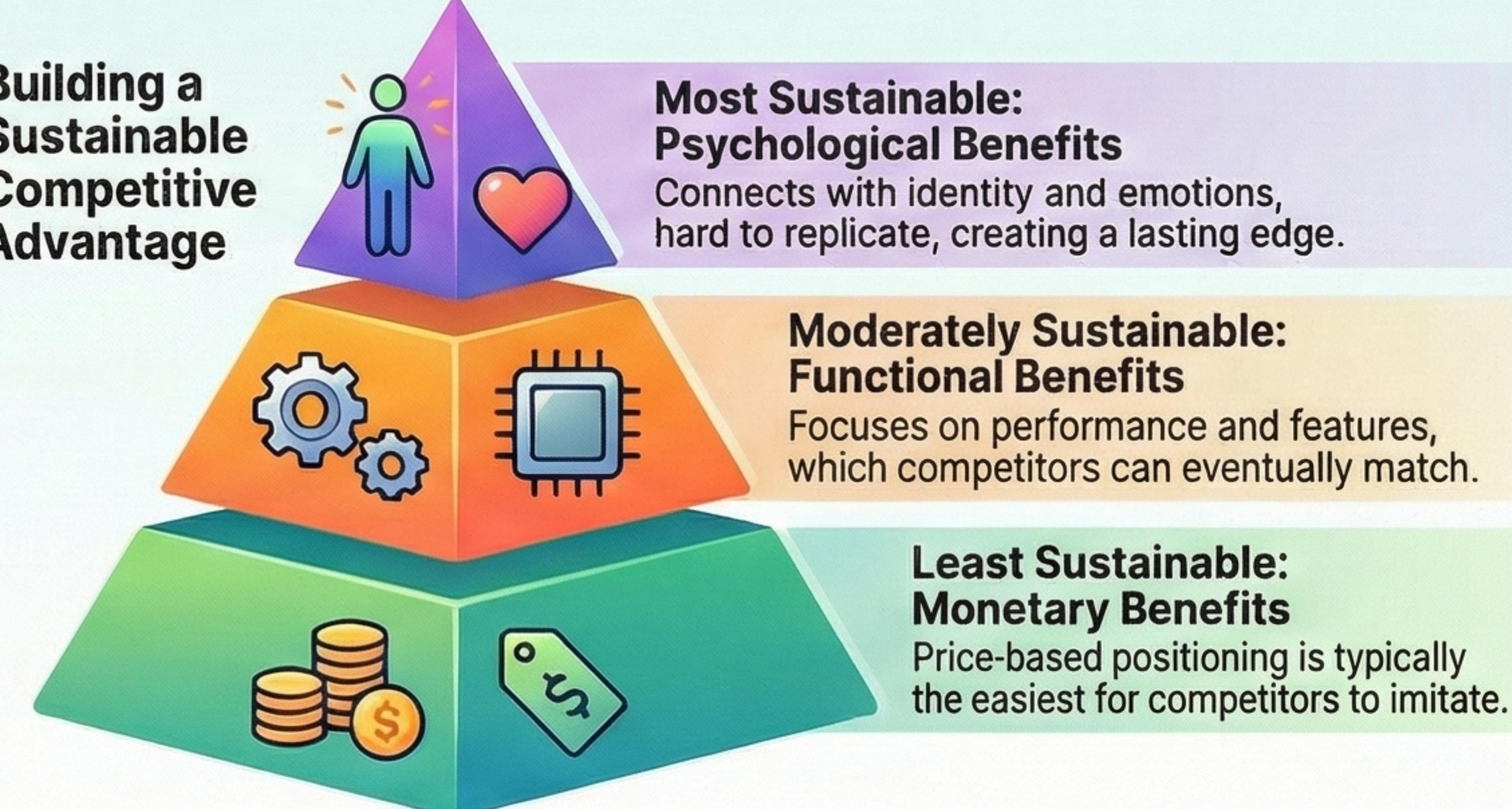
Your value proposition's "headline," shaping a distinct image by focusing only on the most important benefits.

Choose Your Positioning Strategy



Decide whether to promote a single, multiple, or overall performance benefit.

Building a Sustainable Competitive Advantage



The Blueprint for Company Value

MANAGING MONETARY VALUE: The Profit Engine

Boost Revenue with 3 Core Growth Strategies



Grow sales by acquiring new customers, winning over competitors' customers, or increasing current customer sales.

Increase Profits by Lowering Key Costs

Systematically reduce costs in four main areas: production (COGS), R&D, marketing, and administration.



MANAGING STRATEGIC VALUE: The Long-Term Play

Strategic Value Drives Future Profitability



Use offerings like free trials or loss leaders to attract customers and support profitable products.

Create Value Through Strategic Collaboration

Pros of Collaboration

- Increased Effectiveness & Speed
- Greater Cost Efficiency & Flexibility
- Access to partner expertise



Cons of Collaboration

- Loss of Control over activities
- Loss of in-house skills & competencies
- Risk of empowering future competitors