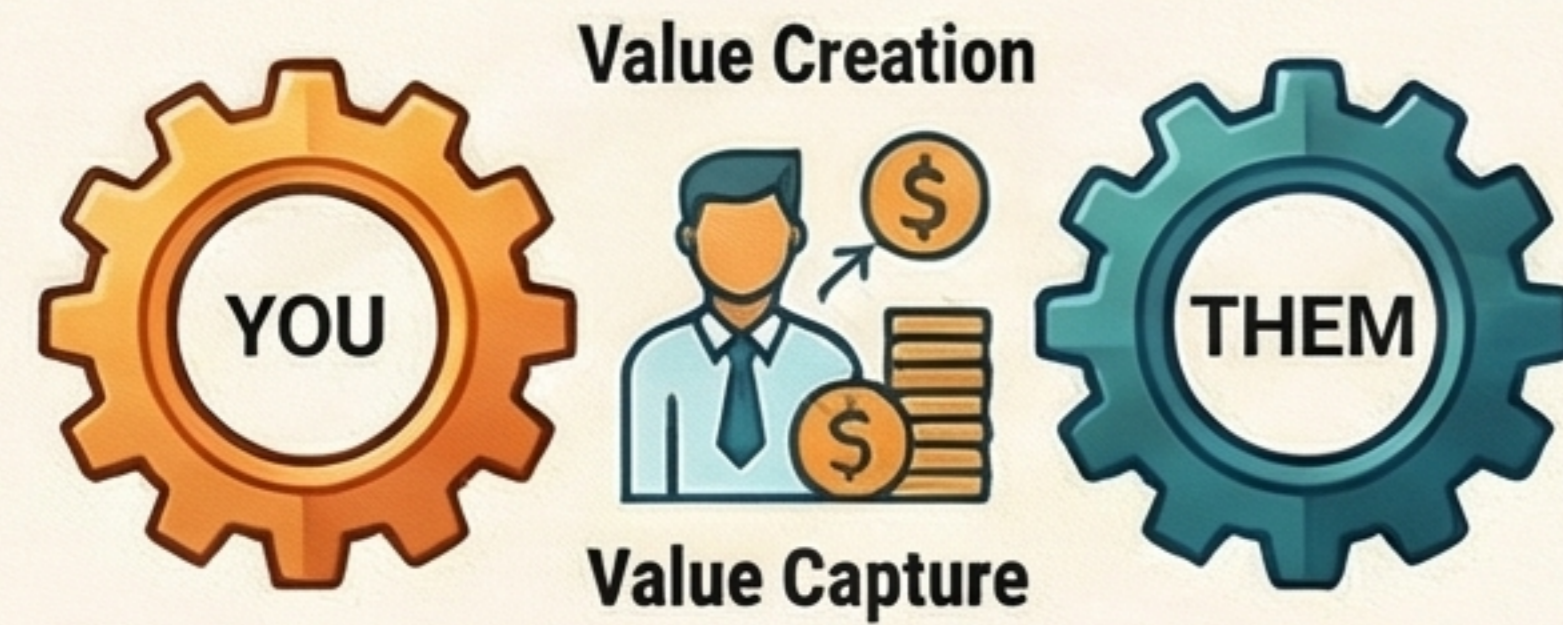


The Two-Sided Coin of Customer Targeting

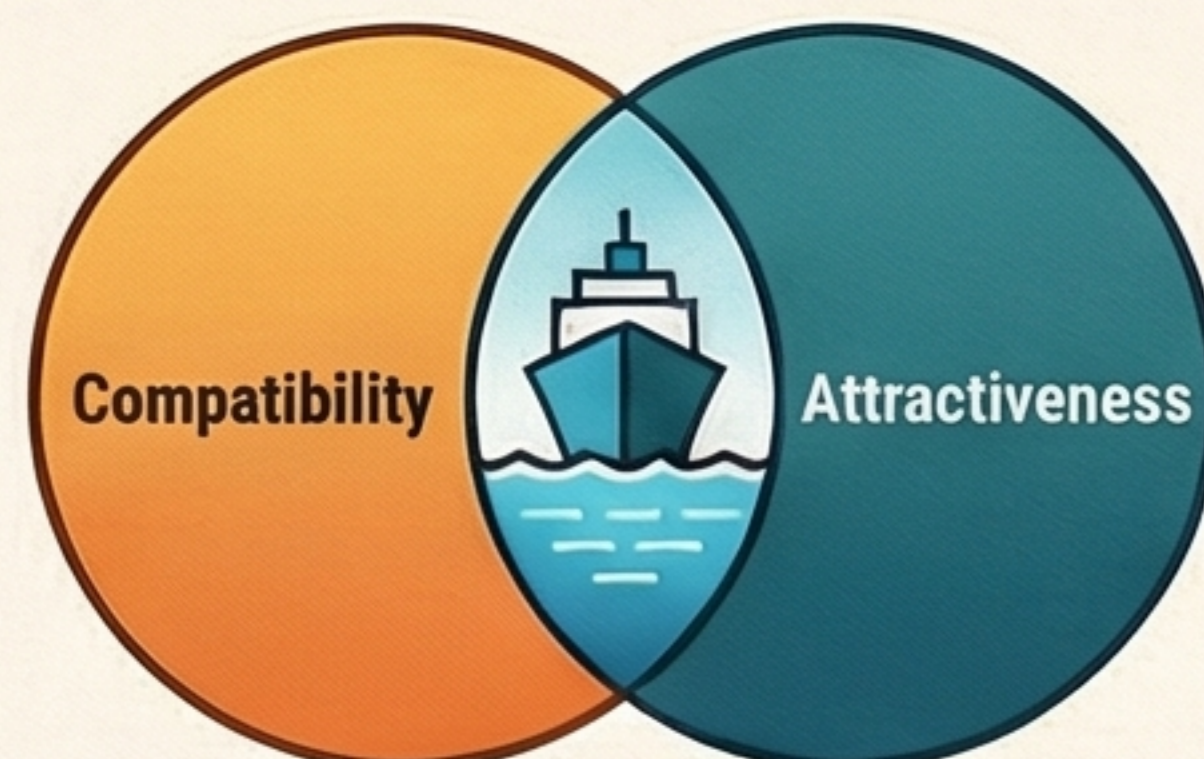
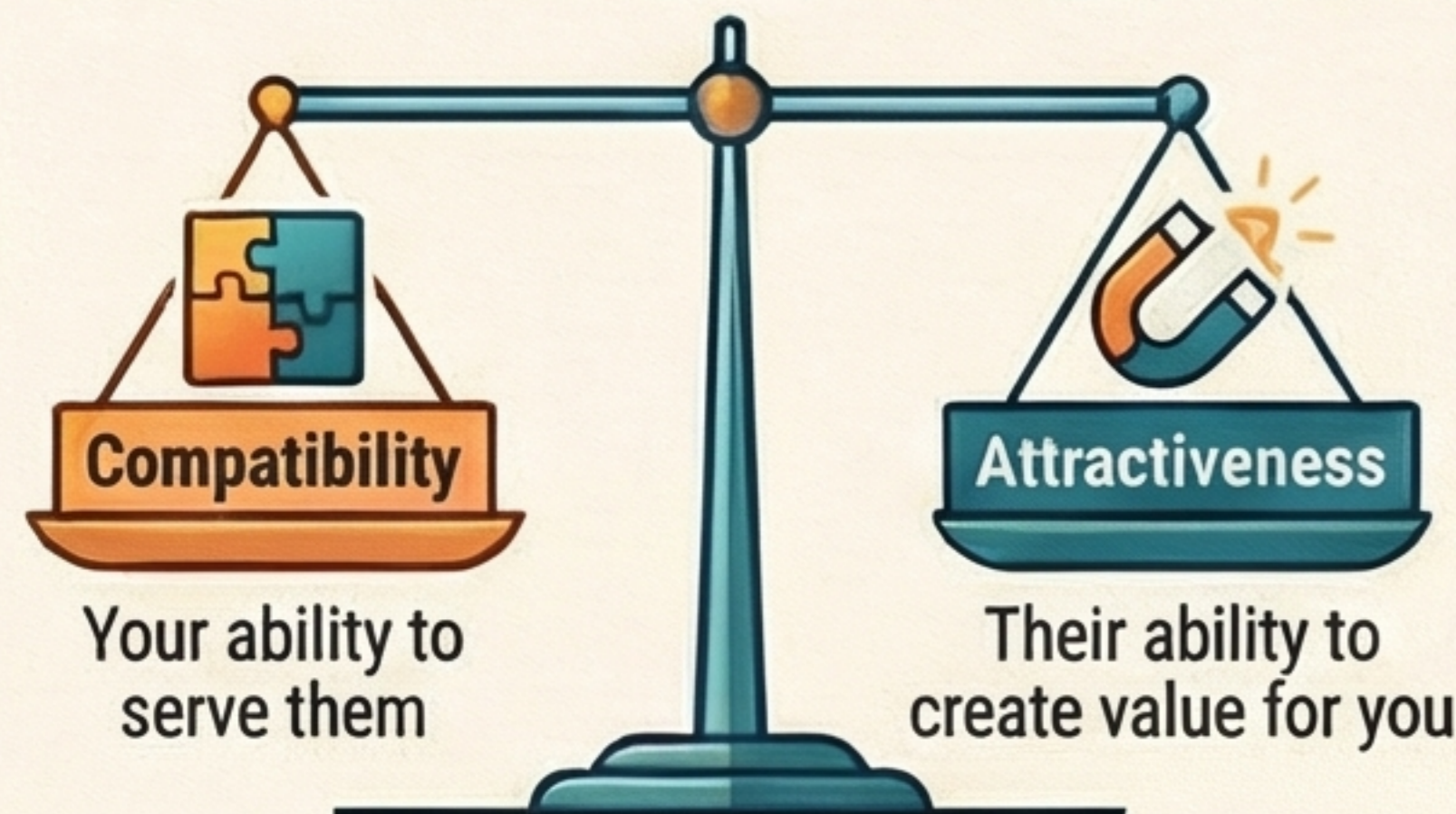
Effective marketing hinges on a two-part process: first, strategically deciding *who* to serve, then tactically determining *how* to reach them efficiently and cost-effectively.

The Core Goal: Create Mutual Value



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

Success Depends on Two Key Principles



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



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

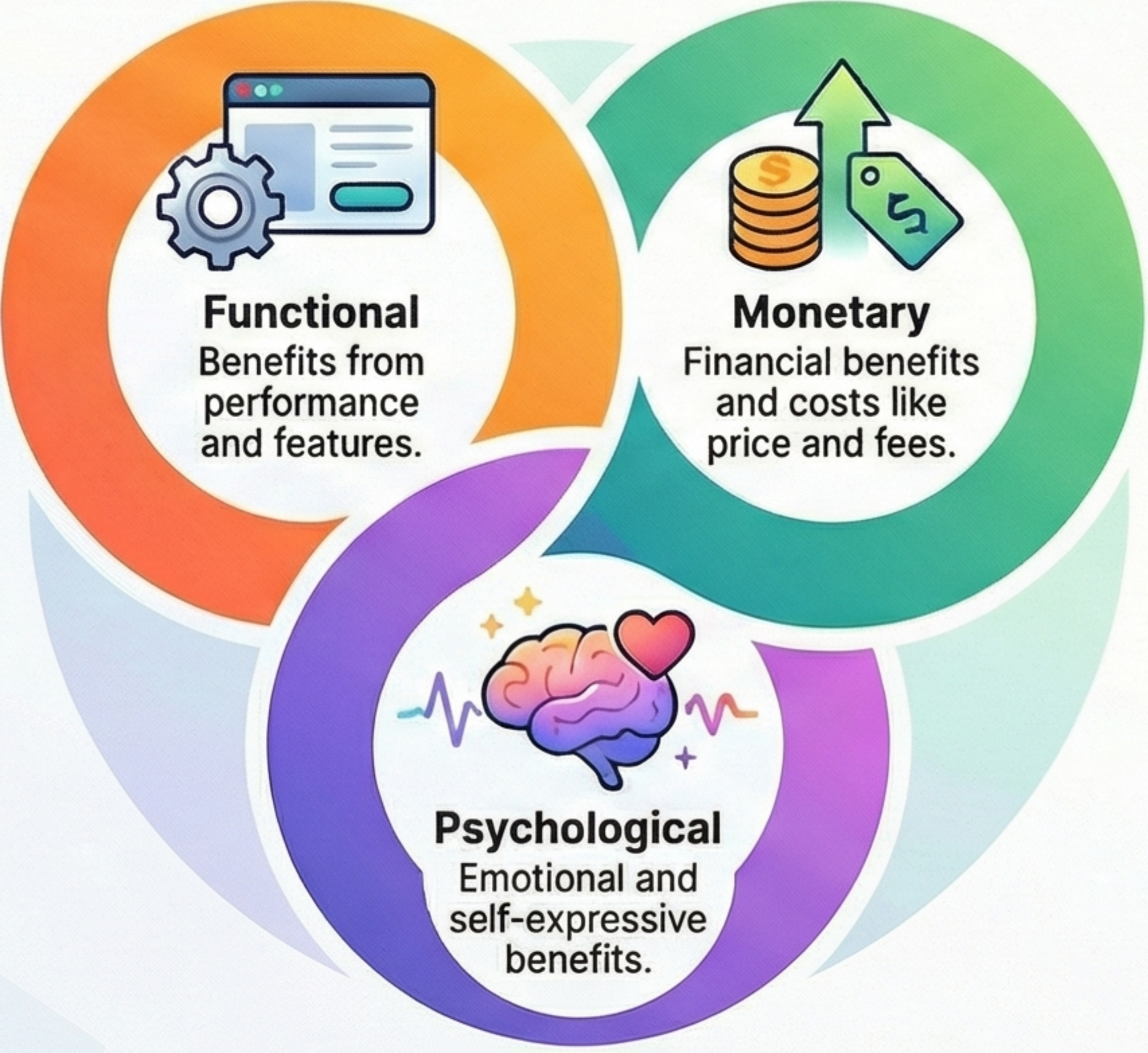
A successful market strategy starts with a Value Proposition, which defines all the benefits and costs of an offering. This is then sharpened into a Positioning strategy, which communicates the single most important reason for a customer to choose that offering over competitors.



The Value Proposition: Defining Your Offer's Worth

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

Core Dimensions of Customer Value



Outperforming Competition

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



Positioning: Winning a Place in the Customer's Mind

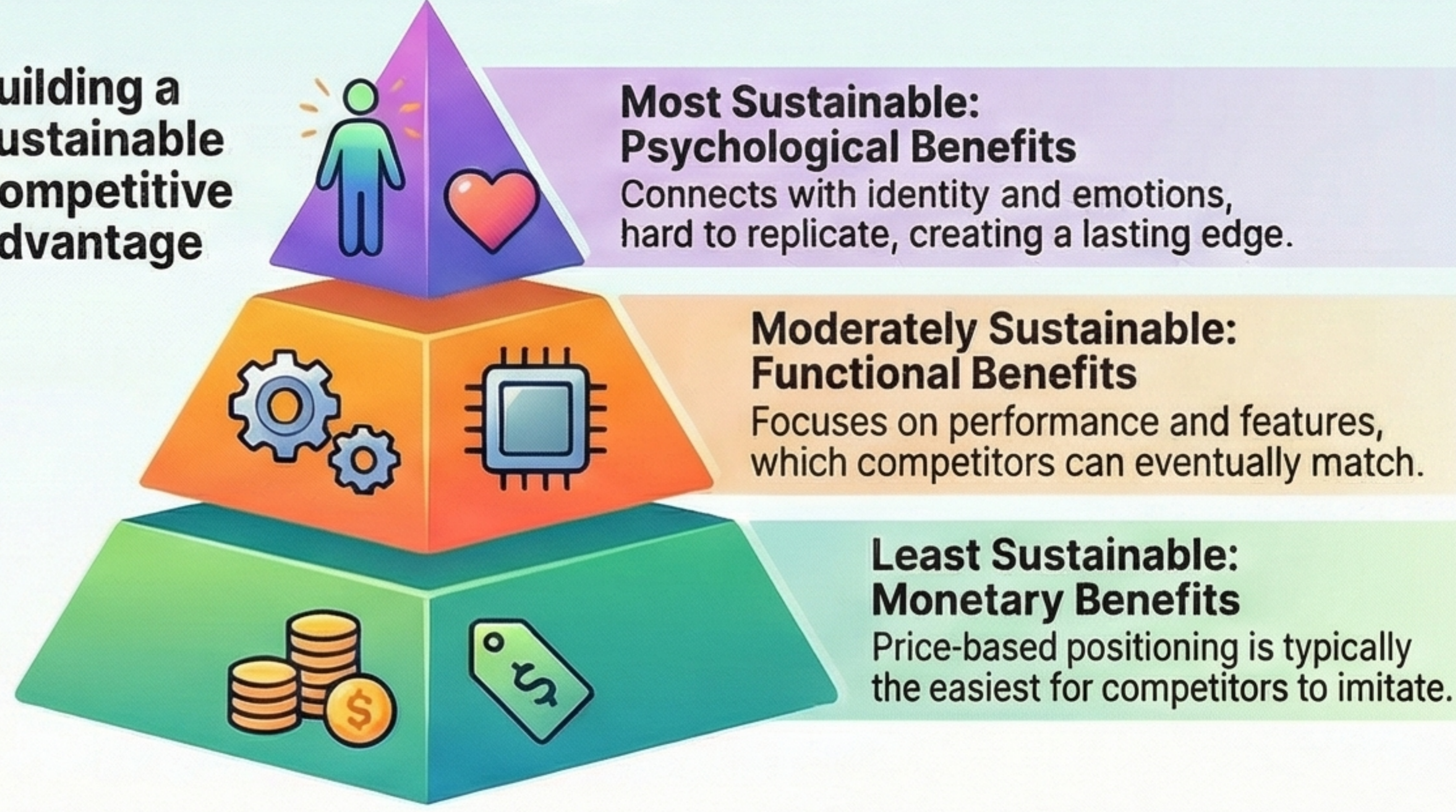
Your value proposition's "headline," shaping a distinct image by focusing only on the most important benefits.

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

