



*Segmentation*

# TRANSFORM YOUR DATA INTO ACTIONABLE PLANS FOR GROWTH

**IDENTIFY AN ACTIONABLE MARKET SEGMENTATION THAT DRIVES MARKETING STRATEGIES AND TACTICS INSIDE AND OUTSIDE YOUR ORGANIZATION.**

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## **PHASE 1: DISCOVERY**

### **Internal Discovery & Key Stakeholder Interest**

Internal Discovery involves interviews with key stakeholders in your organization as well as an in-person kick-off meeting to establish clear goals, objectives and expectations, helping uncover true organizational needs and secure buy-in at the highest levels.

### **External Discovery & Landscape Assessment**

During External Discovery, we listen to your customers describe their needs in a qualitative research setting and identify dimensions on which people differ. With the use of specific questioning techniques and qualitative exercises, we identify these differentiators to form the basis variables for quantitative segmentation research.

## **PHASE 2: MEASUREMENT**

### **Segment the Market**

A solid questionnaire forms the foundation for solid segmentation. However, use of proper sampling techniques is crucial for representative segmentation. We work with your team to determine the best method for reaching the market for your product.

## **PHASE 3: COLLABORATION**

### **Analysis and Optimization**

An in-person working session during the analysis is crucial to the success of any segmentation project. Our analysts present the most viable segment solutions for discussion with the core team and collaboratively decide which segment solution best fits with the organization's needs and goals. Segments are brought to life through profiling and the use of SEGUE®, Burke's proprietary technique for maximizing the actionability of market segmentation.

## **PHASE 4: ILLUMINATION & ACTIVATION**

Finally, Burke leads a work session that begins with a presentation of segmentation results to the entire team. We lead the team through a series of exercises in which we help you align your marketing plan with the segmentation results to enable your organization to take action. We also work with your team to provide illumination tools to share the segmentation throughout your organization.

At the end of the process, your team walks away with a blueprint for marketing strategies and tactics.

**Let Burke expand your perspective.**

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