

customer & market segmentation



research
strategy
communications

Challenges

This company's undifferentiated and untargeted messaging was generating low impact and minimal social presence among top decision-makers. This client recognized they needed to revamp their segmentation practices and leverage valuable customer insight to increase sales engagement opportunities and regain market share.

Challenges

Undifferentiated and untargeted messaging
 Minimal social presence Declining market share
 Limited sales engagement opportunities

Solution

We first conducted primary research with our client's customers to determine strategic business goals by decision-maker type and role. In addition, we evaluated planned steps/initiatives to achieve the business goals and the expected benefits of each step/initiative. From the data, we were able to construct a segmentation model based on decision-making purchase behavior and influence, specifically among C-suite and IT/IS management decision-makers. Decision-making hierarchies were created for enhanced profiling by type/responsibilities, title, focus, emphasis, and key purchase motivation.

Utilizing the decision-making orientation, hierarchies and profiling, we worked closely with the client to establish an optimized communications framework which provided a progression of conversations by theme and storyline properly aligned to client-defined solution areas.

To heighten socialization of those themes and storylines, social personas were created drawing from the identified hierarchies and profiling. A sales tool was developed for defining key entry points and subsequent conversation paths to drive engagement with influential decision-makers at higher levels. In addition, a new social program built around the personas and conversations was launched to encourage interaction and consistently promote peering and thought leadership.

Key Steps

- Constructed segmentation model around decision-making purchase behavior and influence
- Designed decision-making hierarchy for profiling
- Established framework to create conversation progressions by theme and storyline
- Created social personas utilizing hierarchies and profiling
- Developed sales tool to define entry point and conversation path
- Designed social program to spur social interaction





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Purchase Decision-Making Hierarchy

Type/ Responsibilities	Title	Focus	Emphasis	Key Motivations
C-Suite Responsible for performance management and top-line/bottom-line growth	CEO/COO/ General Manager	Strategic – Economic	Establish vision and direction for human, financial, environmental, and operational aspects of the organization	<ul style="list-style-type: none"> Increasing shareholder value Responding to change and economic conditions Profitable growth
	CFO/CPO/ VP Finance	Strategic – Business	Set financial goals, objectives, budgets by analyzing/demonstrating cost discipline, optimizing capital/funding, assessing risk, and planning/forecasting	<ul style="list-style-type: none"> Limiting financial risk Leveraging buying power/procurement Increasing ROI
	CIO/CTO/ CSO – Security	Strategic/ Tactical – Business	Envision and enable technologies and infrastructure as it relates to an organization’s product/service offerings	<ul style="list-style-type: none"> Process improvement in terms of compliance, profitability/cost savings Minimizing operational risk Creating a competitive advantage
	CMO/CSO – Strategy	Strategic/ Tactical – Business	Enable business and market development around applications/services that heighten customer experience and drive growth	<ul style="list-style-type: none"> Increased customer value via QoE Reduced customer churn New revenue growth opportunities via acquisition and monetization
IT/IS Management Responsible for creating/defining requirements and/or validating strategic business plans	IT/IS Management	Tactical – Business/ Technology	Demonstrate innovation with greater flexibility and functionality of IT/IS infrastructure	<ul style="list-style-type: none"> Reduced TCO Compliance Operational savings
	VP Operations/ Engineering	Tactical – Business/ Technology	Enable adaptability, interoperability, visibility of platforms and systems	<ul style="list-style-type: none"> Performance optimization QoS improvement OPEX reduction Zero downtime

“The custom segmentation that resulted from our work with S&A speaks volumes to the advanced level of their analytical skill sets.”

Results

- ▶ Improved sales engagement levels by 70%
- ▶ Quadrupled ROI versus past approaches
- ▶ Established social presence on most influential communities, blogs and forums
- ▶ Created differentiated positions for generating thought leadership
- ▶ Increased market share growth



Shenkan & Associates, a full-service marketing firm, helps companies succeed with critical research measurements, innovative strategy and targeted communications tactics essential to securing a sustainable competitive advantage in today's rapidly evolving marketplace. We combine our extensive service capabilities with expertise in diverse industries, markets, channels and functional practices to provide the intelligence and tools clients need to identify and enact on new opportunities.

For more information,
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