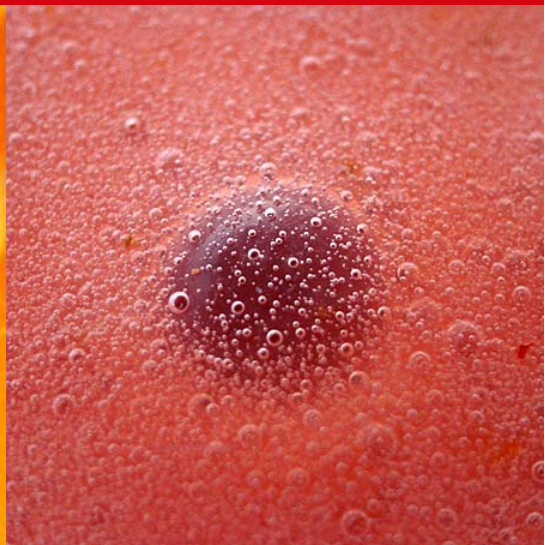


## Segmentation – Selecting the Right Marketing & Communications Mix

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Moscow, October-14-2008



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Flavoured B2B segments with a dash of B2C: A recipe for the right marketing mix

- Why segment?
- Research vs. instinct in emerging markets: a question of judgment
- Options for segmentation
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- Sales segmentation: the DHL Express model
- Segmented service offering
- Do your communications need to be aligned with your sales?

## Why segment?

Potential of maximum profit (through discrimination)  
from a broader range of customers (through increased utility)

BUT

~~Segmentation~~

You can't be everything to everyone... (unless you're a natural resource)

Some risk of dilution and reduced economy of scale

## A word of caution

“I notice increasing reluctance on the part of marketing executives to rely too much on **research**, and they use it as a drunkard uses a lamp post – for support rather than **illumination**.”

David Ogilvy, 1911-1999



## Research vs. Intuition – A question of judgment

- Market Intelligence
- Customer Interaction
- Rate & Transit Time Testing
- Lost Customers
- Brand Assessment



## Establishing criteria

Do you segment on the basis of:

Size?

Product?

Complexity?

Revenue?

**Potential value?**

Buying habits?

**Strategic value?**

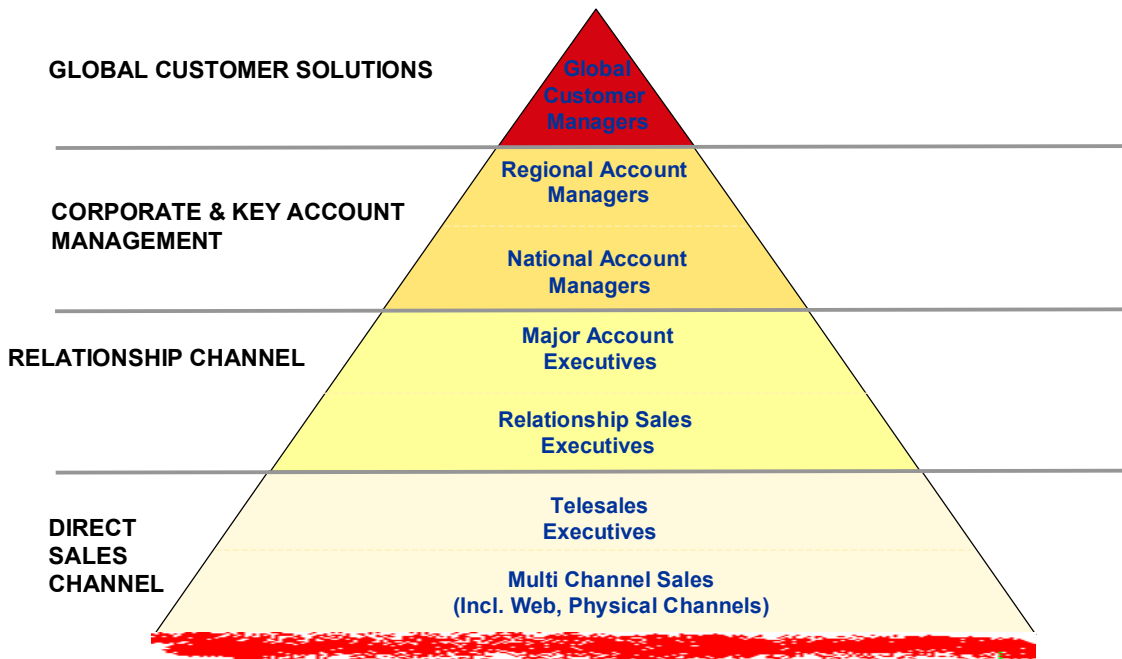
Geography?

Decision-making?

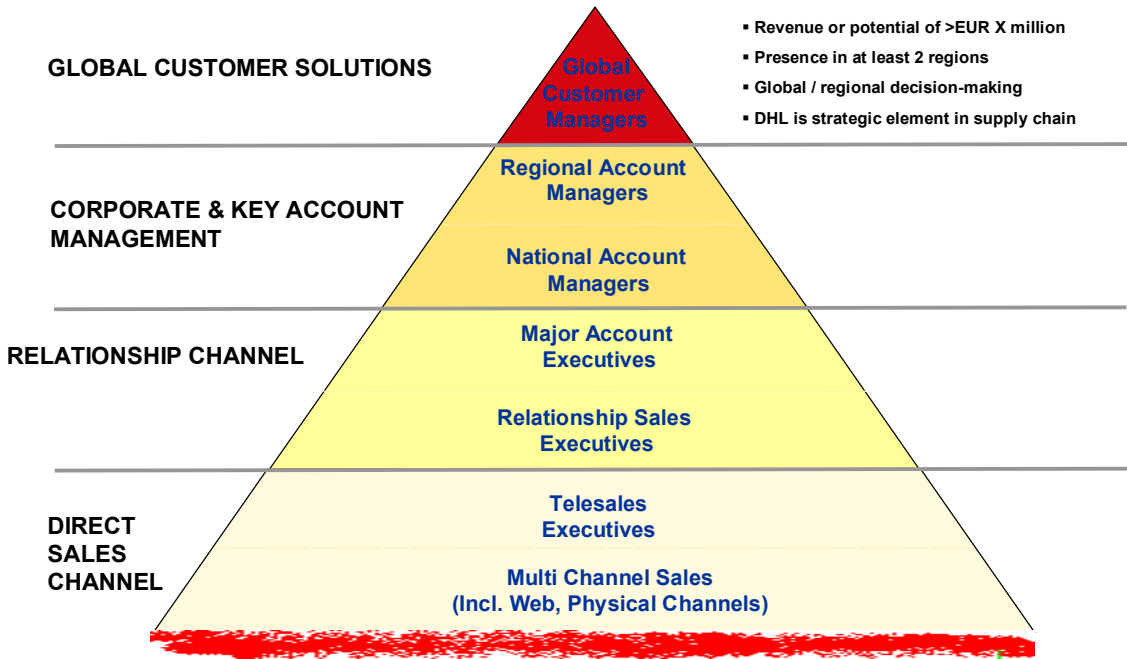
Industry sector?

Share of pocket?

## Sales segmentation: The DHL Express model



# Sales segmentation: The DHL Express model





## Segmented service offering

Essential ingredients:

FLEXIBLE product portfolio (coverage of core demand + value-added services)

STRATEGIC pricing policy

VARIED channels to market (demand-driven, with some cross-over)

and...

TARGETTED communications...



Do your communications need to be aligned with your sales?



## Do your communications need to be aligned with your sales?

But brand values can and should be tailored to different audiences (segments):

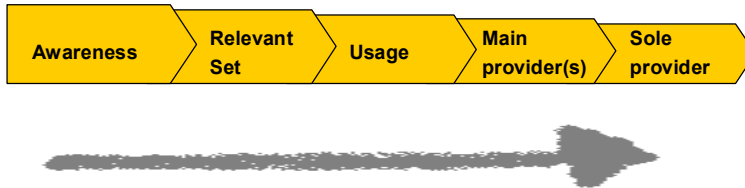
- Message

- **Packaging**

- Delivery

## Cocktail discussion topic

Does your degree of targetting (a focus on more direct communications channels) depend on the level of BA and how well established your segmentation is?





THANK YOU FOR  
YOUR ATTENTION

