

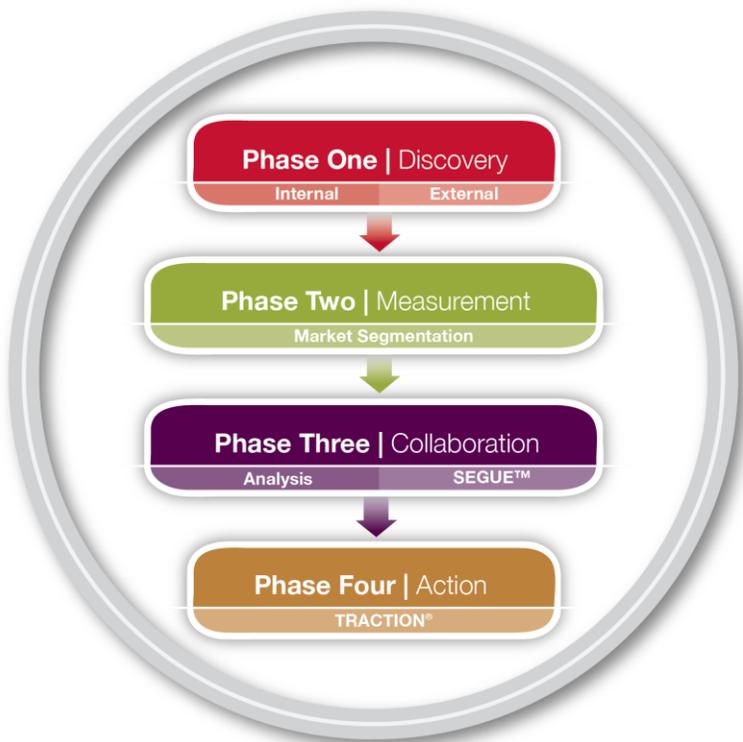
Segmentation

Burke's Process for Actionable Market Segmentation

Keys to Successful Segmentation Research

- Segmentations must **begin with the end in mind**. Clarity of purpose and a vision for action are critical to success.
- Segmentations require a **customized solution**. The research and analytical design must be custom fit to your company's goals, markets and competitive situation. There are no "cookie cutter" or "black box" systems that will do an adequate job of segmentation. Technical tools and talent are not enough. Great segmentation requires technical excellence coupled with creative focus and problem-solving.
- Segmentations demand **partnership**. There is no one right way to segment a market. Segments are not "out there" waiting to be found. Good segmentation requires a strong partnership between you and Burke to ensure that your segmentation meets the needs of your organization.

Burke's four phase approach to segmentation helps you identify an actionable market segmentation that drives marketing strategies and tactics inside and outside your organization.



Phase One: Discovery

Internal Discovery

Internal Discovery involves an in-person kick-off meeting to set the course for the segmentation process by establishing clear goals, objectives, and expectations. Burke employs creative problem solving techniques during the meeting to help uncover your true organizational needs as well as securing buy-in at the highest levels.

External Discovery

During External Discovery, we listen to your customers describe their needs in a qualitative research setting. Contrary to most qualitative research, qualitative research for segmentation focuses on identifying dimensions on which people differ instead of those on which they are similar. Through use of specific questioning techniques and qualitative exercises, we identify these differentiators to form the basis variables for quantitative segmentation research.

For more information:
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Phase Two: Measurement

Market Segmentation

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, so that managers can use the research results with confidence.

Phase Three: Collaboration

Analysis and SEGUE™

Based upon our years of segmentation experience, we have found that 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 your core team and collaboratively decide which segment solution best fits your needs and goals. Once final, our analysts bring the segments to life through profiling and the use of SEGUE®, Burke's proprietary technique for maximizing the actionability of market segmentation.

Phase Four: Action

TRACTION®

Finally, Burke leads a day-long session, starting with a presentation of segmentation results to your entire team. Next, we deploy Burke's TRACTION® protocol to help your team take action immediately. We will 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.

At the end of the process, your team walks away with an action plan for turning your market segmentation scheme into a blueprint for marketing strategies and tactics.

RA03 | Market Segmentation and Positioning Research

The Burke Institute offers a 3-day seminar, covering the topic of how to segment your markets and select the best target markets for your products and services.

Specifically, you can learn:

- Why it is critically important to segment your markets, select the most profitable targets and position your product/service appropriately in the chosen markets.
- How to design marketing research studies from start to finish to segment markets and which commercial data sources are available to help you segment your markets.
- How to select the best analytical tools for segmenting markets.
- How to implement results from segmentation studies.



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