# SPAN
GLOBAL SERVICES
GLOBAL GROWTH PARTNER

Database Segmentation

Tune Your Database to Create Niche Markets

Segmentation

Segmentation is not a new marketing trend; it is a customer-oriented philosophy consistent withmodern marketing concepts. It is an accepted fact that markets are not homogeneous. Consumers differ in their needs and perspectives towards happiness. Using the data attained, the consumer market is divided into segments. 'Data Segmentation' allows you to communicate to a segment identified with a relevant and targeted message. By segmenting your data, you will be able to identify different levels of your customer database and allow messaging to be tailored to suit your target market.
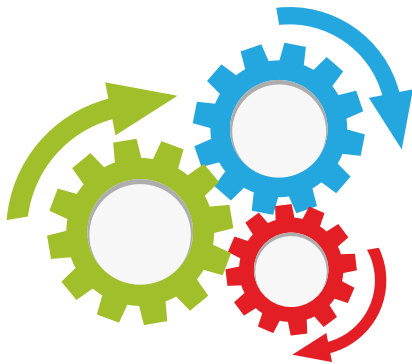
However, you might still be fretful about few intricate aspects…

›   Increasing firm-wide productivity

›   Increasing revenue from prevailing customers

›   Winning returns for your marketing investment

›   Getting better customer satisfaction scores

›   Developing a consistent understanding of your customer

›   Understanding customer lifetime worth

›   Figuring out your most valuable customers

›   Setting a framework for consistent growth

›   Focusing on each and every employees activity to create customer value

Database – Most valuable marketing asset

To understand the prominence of database for your marketing, allow us to sight an example.

A husband visits a store to purchase jewelry for his wife on their wedding anniversary. During this visit,he indicates some of his wife's general preferences – namely, her preference for white gold, interest in jewelry with opal, and her birthstone. A proactive sales representative asks him the date of his anniversary and as a part of the checkout process collects his contact information. Once this visit is complete, the record of the customer in the database is equipped with purchase details, price of the product, anniversary date, comments regarding his wife's general preferences, his contact details, and a date on which the store could follow-up with the customer.

Wondering why all this information? Because 'Information is wealth'!

Well, the jewelry store can email the customer a thank you note along with a discount coupon for future purpose and also make an attempt to derive more information.

›   Asking wife's response to the gift

›   Requesting for a feedback

›   Store can follow up after a few weeks for occasions like Valentine's Day

›   Send personalized email with items his wife would be interested

›   Recommend special offers based on his previous budget

›   Keep following and know more about the customer

Every single customer knocking at your door represents a lifetime of purchases. If you are not making a strenuous effort to stay in touch with the customers once they buy from you and leave the store, you are definitely missing a golden opportunity to market to someone who is already familiar with your offerings.

Segment Your Database

Deep inside your million-dollar database are manifold niche markets of opportunities. Niche identification–better known as database segmentation, is how you can enhance your sales. Here are different ways to segment your database.

Job Title

Job functions and job titles are critical in most buying processes. After coding each contact's title, run reports to discover new buyer trends. With so many layoffs and job consolidations, it's not unusual to find that job roles are expanding. You may find new sales reasons for getting in the door. At the very least, you'll be able to separate communication methods from one job function to another.

Geography

Ask for geo-identifiers like the state or the area code when you have opt-in leads. Geo-coding allows you to personalize promotions.

Referrals

Referral partners tend to be very social and enjoy being in a position to help someone in theirnetwork. You must be able to identify these folks to build marketing campaigns that reward their gesture.

Source Code

How did the customer find you? By tracking this information, you know where to invest more timeand which activities to cut.

Phone Numbers

Phone numbers are a great way to segment your list by location. Organize your database in Exceland sort by phone number, and then determine the contact's city by looking at the phone number area code.

Networking

Staying visible costs time and money. Maximize your networking ROI by identifying 'who you met where'.

Inactive Customers

Once a quarter, touch base with customers who have gone silent or whom you have inadvertently ignored. Reach out to them before they go to the dark side, i.e. your competitors.
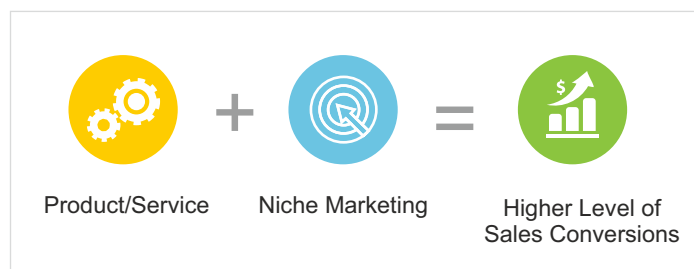
Email Click-through

Prospects who click on the hyperlinks in your messages are more valuable than those who don't.

Upsell to Existing Customers

It's at least FIVE TIMES easier to sell to an existing customer than to find a new

Why segment a database?

Product/Service + Niche Marketing = Higher Level of Sales Conversions

Segmenting niches allows you to extract contacts and group with similar necessities. The more focused you are, the more likely it is for you to discover trends that will help you develop products and services that meet the specific needs and interests of your existing potential clients. Segmenting can help you keep your mailing list fresh and engaged. For example, target subscribers who haven't opened or clicked your e-mails for a while and try to re-engage them.

Turn Data into Insights

Despite all the advances in online technology, the one consistent thing that customers expect from marketers is – Value. If you get this right, you can get your marketing and sales right.

Here are the 5 Ps that will make your task easier:

Personalized

Conferring to analytics, with segmentation you can practically have a one-to-one communication with your customers on a mass automated scale.

Customize your direct marketing based on your customers' past purchases.

Pertinent

Customer interaction strength depends on recency and frequency. To build this up, you need real powerful stuff to work for you. You can produce highly relevant content based on what the

customers are interested. You can assign this to online retailers who do it extremely well. Their website generates automatic recommendations based on what the customer has been searching for recently. All this makes up for a pleasurable user experience and often the recommendations are useful. Instead of being bombarded with generic offers, the user is presented with products that are much more relevant. Remember that lack of interactive data can lead to one-sided communication – if nobody's clicking on the links in your e-mails, your content isn't relevant to them -- it is time to review!

Practical

Marketing across a variety of platforms, including e-mail, website, mobile, and SMS means your customers receive your message on the device(s) they prefer. Enable social media sharing for maximum viral marketing. You can collate data across all of these platforms, helping you assess the effectiveness of each and build very detailed profiles. Set up a preference centre on your website so that customers can choose how often they want to hear from you, on what topics, and via which media (SMS, email, etc.). That way they'll look forward to your company's messages and are more likely to act on them.

Powerful

The effectiveness of your e-marketing is so easy to measure and act on immediately, with powerful, detailed, real-time analytics and engagement just a click away. In the past it was all about reporting; now it's about acting on real-time data, right away. Assess in real time how your latest campaign is being received.

Prompt

Respond to and interact with customers immediately — capitalize on their interests and increase conversions. For example, when an online shopper abandons her basket, strike while the iron is hot with a follow-up email to encourage her to return and complete the purchase. Alternatively, when new customers sign up for a service online, along with receiving welcome emails, the system is triggered to send a series of informative email messages at prescribed intervals.

Last words:

By knowing your customers - their interests, purchase behavior, content reading pattern, etc., you can send them messages that are relevant and targeted. With focused messages, you're a step closer to that 300+% response rate increase.

SPAN GLOBAL SERVICES
GLOBAL GROWTH PARTNER

Span Global Services
848 N. Rainbow Blvd.
Suite#5439 Las Vegas, NV 89107

USA: 877- 755-0023
Canada : 877-452-2061
UK : +44 (0) 800 088 5015

info@spanglobalservices.com

Span Global Services is a leading provider of digital marketing and data-driven services. The brand's forte lies in its data intelligence, which holds the largest intellectual mapping available in the industry. As an expert B2B marketing solutions provider, Span Global Services specializes in customized services using the latest business models in online marketing, search marketing, and innovative data strategies. It is the world's only social verified and email verified data provider today. With nearly a decade's expertise in digital marketing, its business intelligence enables companies to utilize the intellectual online marketing strategies along with data insights, market reports, and IT support services. Consulting, Marketing, or Outsourcing solutions — Span Global Services is the most preferred choice.