

Segment Definition Builder: Business to Consumer

Much like when you search for a car or hotel online, defining a customer segment involves applying a number of “filters” to create a detailed profile of your hypothetical customer. On the form below, enter all filters that apply to your customer segment hypothesis. After providing the applicable filters, write a short description of your customer using the most important filter descriptions

Demographics		
Category	Filter	Why?
Age		
Sex		
Marital Status		
Family Life Cycle		
Income		
Occupation		
Education		
Race		
Geography (region, country, climate, urban, rural)		

Psychographics – What else defines the customer?		
Category	Filter	Why?
Social Class		
Lifestyle (Active, strait-laced, edgy)		
Personality (Ambitious, gregarious, status conscious, etc.)		

Behavioral – How, when or why does the customer use your product?		
Category	Filter	Why?
Use Occasion (Everyday, special occasion)		
Key Desired Benefit (Quality, service, price)		
Other		

Segment Definition – Now write a short definition of your segment using the filters you filled in. Remember, just the most important!
Definition:

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Additional items that are important when defining a B-2-B customer. First, remember that they are human beings, so we need to define anything about them personally that might be important. So use the Consumer form for that. Here, describe their firm and industry.

Customer Profile – Your customer within the organization		
Category	Filter	Why?
Job Title or Function (who is most impacted)		
Other (anything else important?)		

Accessibility – Where will you target first?		
Category	Filter	Why?
Geography		
Language		

Business Demographics		
Category	Filter	Why?
Industry		
Size (by staff or outlets)		
Size (Revenues/Profits)		
Corp Structure (Public, private, non-for-profit, government)		

Culture/Goals –		
Category	Filter	Why?
Personality (Leader, environmentally conscious, profit-driven)		
Organizational Goal (Aggressive growth, cost management, brand conscious)		

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