Slice & Dice

How to Raise Money and Get People to Pay Attention Through Targeting

Meghan Duda, Ph.D.

✉ meghan.duda@gmail.com
📞 814.450.9949
in meghanduda
🐦 mdwaskey

Objectives

01

Why segmenting is important

02

How to segment your audiences

03

How to use segmentation to communicate and persuade

04

Strategies to segment – a tool to help!

Why Should You Care?

1 Improve your business

2 Focus your messages

3 Spending less, better results

4 Wasting less

5 Knowing your audiences' needs better

WHAT IF I TOLD YOU

CUSTOMER INSIGHTS AREN'T JUST A DREAM

memegenerator.net

Markets vs. Segments

- **Markets** are the potential group you could target
- **Segments** are groups within that market that will respond to marketing strategies similarly

Types of Segmentation

Geographic

Demographic (B2C, B2B)

Psychographic

Behavioral

Segmentation

It is distinct from other segments—other segments have different needs.

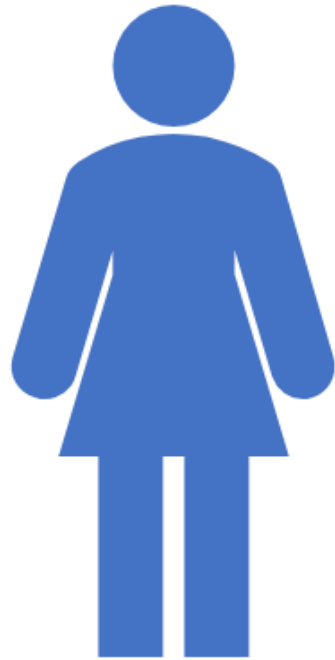It is homogeneous within the segment—people have common needs.

It responds similarly to a market stimulus.

It can be reached by a market intervention.

Segmentation

- **Goal:** Better Communication, Better Persuasiveness
- **Determines:**
  - Who should be the object
  - What action
  - What results
  - How each element will fit
  - Who / What can help
  - When the action should occur

Looking For:

- Demographics
- Psychographics
- Behavioral
  - Self-Interests
  - Influentials
  - Current Relationship

Demographics

B2C

Examples:

- Geography
- Gender
- Education
- Income

B2B

Examples:

- Location
- Number of employees
- Revenue

Psychographics

Based on Values, Attitudes and Lifestyles (VALS)

- Lifestyle
- Personality Traits
- Values
- Opinions

Behavioral

- Purchasing habits/ Service Utilization
- Frequency of Purchase/ Service consumption
- Spending Habits
- Loyalty
- Occasion / Timing
- Benefits Sought

FAMILY LIFE STAGE SEGMENTS

Leisure Activity Profile Data	10% Young Singles	8% Young Couples, No Kids	28% Young Families	31% Families with Older Kids	23% Empty Nesters
Frequency going out for fun	4x/Week	2x/Week	3x/Month	4x/Month	3x/Week
Preferred destination	Bar, Clubs, Movies, Restaurants	Restaurants, Movies, Live Music	Parks, Movies, Museums, Family-Friendly Restaurants	Movies, Restaurants, Sporting Events	Movies, Restaurants, Cultural Events
Common reasons to go out	Happy Hour, Weekend, Dating, See Friends	Weekend, Anniversary, Birthday, See Friends	Birthday, Anniversary, Date Night	Birthday, Anniversary, Date Night, Kids' Performances	Birthday, Change of Scenery, See Friends
Average expenditure per outing	$25.00	$43.00	$57.00	$64.00	$12.00

Demographic and Behavior Snapshots Highlight the Vibrancy of Using VALS™

Primary Motivation		Ideals		Achievement		Self-Expression		
	Innovators	**Thinkers**	**Believers**	**Achievers**	**Strivers**	**Experiencers**	**Makers**	**Survivors**
Psychological Descriptors	Lifestyle Changers Information Ready Future Oriented	Conservative Mature Reflective	Economical Neighborly Me-Too Followers	Aspirational Hardworking Moderate	Fun Loving Up to Date Overwhelmed	Assertive Energetic Optimistic	Hands-On Practical Self-Reliant	Cautious Loyal Traditional
Median age	40	60	51	38	30	24	47	68
Median HHI	$118K	$107K	$55K	$104K	$33K	$70K	$55K	$24K
	Percent of Innovators	Percent of Thinkers	Percent of Believers	Percent of Achievers	Percent of Strivers	Percent of Experiencers	Percent of Makers	Percent of Survivors
Women	44	51	80	52	44	45	27	60
Married	48	77	59	85	27	21	72	37
Employed full-time	64	47	48	74	40	48	60	12
Live with a parent	14	2	7	7	25	48	7	3
Took a foreign trip in the past 3 years	51	40	17	30	14	23	17	10
Own a smartphone and a tablet	47	41	32	51	26	38	25	7
Own an internet-video device for TV	32	19	10	23	9	18	11	4
Buy "green" paper products	22	19	19	12	20	2-	19	23
Prayer is a part of my daily life	15	40	49	34	27	35	36	51

Watch *X Games*

Ford F-Series

Watch *Toon Disney*

Nissan Frontier

Watch *VH1*

Acura RSX

Watch *Univision*

Mitsubishi Lancer

City Startups

47

C3 Micro-City Blues

Low Income Younger w/o Kids

<35

Renters

White-Collar, Service, Mix

Some College

White, Black, Mix

Shop at The Limited

Attend college football games

Read *GamePro*

Watch *Guiding Light*

Suzuki Reno

Young & Rustic

48

T4 Rustic Living

Lower-Mid Middle Age w/o Kids

<55

Renters

White-Collar, Service, Mix

Some College

White, Black, Mix

Shop at Wal-Mart

Eat at Captain D's

Read *Brides*

Watch *WWE Wrestling*

Dodge Stratus

American Classics

49

S4 Inner Suburbs

Downscale Mature w/o Kids

65+

Mostly Owners

Mostly Retired

High School Graduate

White

Shop via mail order

Gamble in Atlantic City, NJ

Read weekend newspaper

Watch *The 700 Club*

Chevrolet Malibu

Kid Country, USA

50

T3 Middle America

Lower-Mid Younger w/ Kids

25-44

Mix, Owners

Blue-Collar, Service, Mix

High School Graduate

White, Black, Hispanic, Mix

Order from BMG Music

Buy infant toys

Read *Fit Pregnancy*

Watch *Nick at Nite*

Nissan Titan

Demographics vs. Archetypes

25-45 year old married women, with children, with average annual household incomes of >$50,000.

Jane Doe is pregnant with her and her husband Juan's first child and has realized that their one bedroom apartment isn't going to cut it. They would like to find a home in which to raise their family. Jane is a tenure-track junior professor of psychology at the local college and Juan is a firefighter. They have just relocated to the area and have little knowledge of it and no family or friends nearby to lean on for advice.

John Doe

"I care deeply about animal rights and to help them live happier lives"

ABOUT

John is a graduate student at UCLA who cares deeply about animal rights. He spares his own time to volunteer at the local animal shelter and to promote pet adoption. He wishes to order some design artifacts to raise awareness at his school.

AGE	28
OCCUPATION	Ph.D Student
INCOME	Less than $50k
STATUS	Single
LOCATION	Los Angeles, CA

NEEDS

- Create designs that promote animal adoption
- Order design artifacts such as posters, badges and buttons to distribute them to students
- Help with the crowdfunding

FRUSTRATIONS

- Some vendors charge way too much for the designs
- Connecting with the local vendors require extra time on his end
- If he ends up not getting the funds, he has to put in his own money

SOCIAL MEDIA ACTIVITY

FACEBOOK

INSTAGRAM

TWITTER

SNAPCHAT

CURRENT FEELINGS

Stressed   Concerned   Busy

PERSONALITY
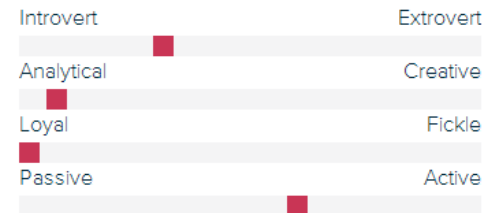
PASSIONATE   MOTIVATIONAL

GIVING   LOVING   OPTIMISTIC
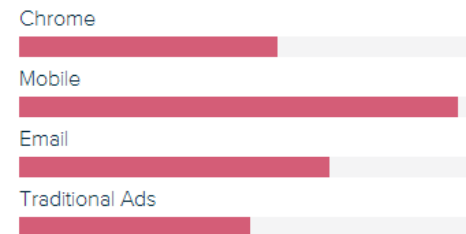
Jill Anderson

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays at the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality

Introvert	Extrovert

Analytical	Creative

Loyal	Fickle

Passive	Active

Preferred Channels

Chrome

Mobile
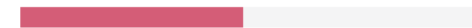
Email

Traditional Ads

Goals

- To spend less time booking travel
- To narrow her options quickly

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
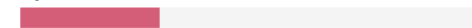- Not terribly tech savvy - doesn't like the process

Motivations

Price

Comfort

Convenience

Speed

Loyalty/Miles
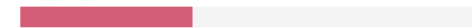
Brands

KAYAK   Expedia

ACE HOTEL   lyft

"I'm looking for a site that will simplify the planning of my business trips."

AGE: 35
WORK: Regional Director
FAMILY: Married, 1 Child
LOCATION: Austin, Tx
ARCHETYPE: The Frequent Flyer

Organized	Practical
Protective	Hardworking

TOBI DAY

AGE 26
OCCUPATION Record Store Manager
STATUS Single
LOCATION New York, NY

TIER Enthusiast
ARCHETYPE The Maestro

Ambitious   Admired   Focused

"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."

MOTIVATIONS

Incentive
Fear
Acheivement
Growth
Power
Social

GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

FRUSTRATIONS

- Slow download times
- Data crashes
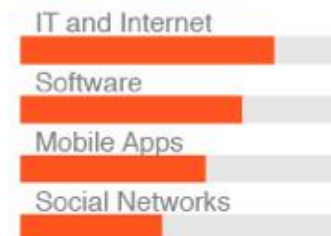- Poor communication

BIO

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

PERSONALITY

Extrovert   Introvert

Sensing   Intuition

Thinking   Feeling

Judging   Perceiving

TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

Audi

Coca-Cola

SONY

PreSonus

Zero Budget Doesn't Mean You Can't

Zero Budget Doesn't Mean You Can't

Use research closest to your actual audience

1. Personal interviews, surveys, focus groups that are representative
2. General data from your audiences – Google analytics, Facebook Insights
3. Past research that meets the first two categories
4. Industry specific data and/or local data – white papers, case studies, Census
5. Same-vertical data—white papers, case studies
6. National data – demographic tools, general behavior tools

Zero Budget Doesn't Mean You Can't

01

Social Media

02

Email or Physical Survey

- Survey Monkey & Mail Chimp

03

Focus Groups

04

Google Analytics – turn demographics on!

Affinity Category (reach)
54.62% of total users

%	Category
3.91%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.54%	Home & Garden/Do-It-Yourselfers
3.54%	Sports & Fitness/Sports Fans
3.42%	Food & Dining/Fast Food Cravers
3.38%	Shoppers/Value Shoppers
3.21%	Lifestyles & Hobbies/Pet Lovers
3.01%	Lifestyles & Hobbies/Outdoor Enthusiasts
2.88%	Vehicles & Transportation/Auto Enthusiasts
2.80%	Technology/Technophiles
2.76%	Lifestyles & Hobbies/Business Professionals

In-Market Segment
41.03% of total users

%	Segment
5.81%	Employment
5.02%	Software/Business & Productivity Software
4.87%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
4.87%	Financial Services/Investment Services
3.61%	Business Services/Business Technology/Enterprise Software
3.30%	Travel/Hotels & Accommodations
3.14%	Business Services/Business Technology/Network Systems & Services/Hosted Data & Cloud Storage
3.14%	Consumer Electronics/Mobile Phones
2.67%	Autos & Vehicles/Auto Parts & Accessories
2.67%	Employment/Career Consulting Services

1. time warner cable internet llc
2. cellco partnership dba verizon wireless
3. t-mobile usa inc.
4. at&t mobility llc
5. at&t mobility llc
6. mci communications services inc. d/b/a verizon business
7. sprint akron pop
8. at&t corp.
9. velocity network inc.

Other Category
51.09% of total users

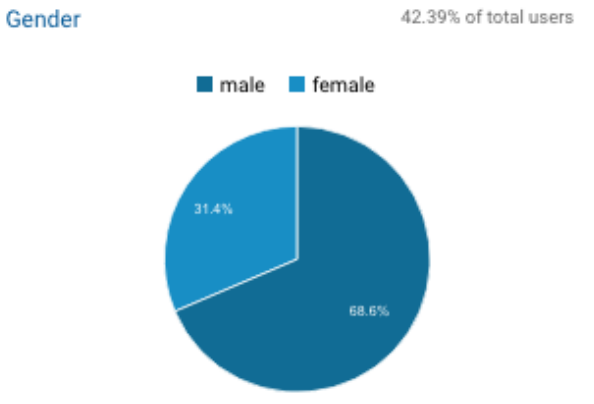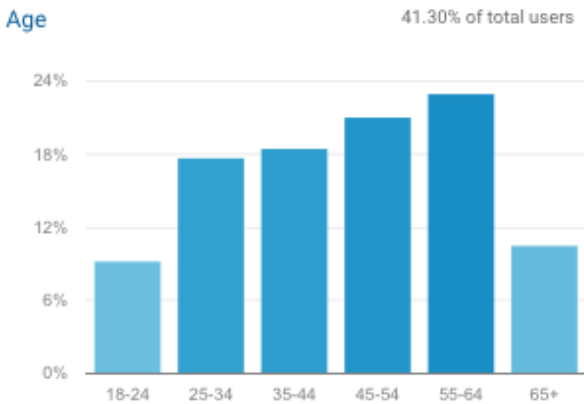| %	Category
16.76%	News/Weather
11.56%	Sports/Team Sports/American Football
10.69%	Arts & Entertainment/Celebrities & Entertainment News
8.96%	News/Sports News
7.51%	Online Communities/Social Networks
5.20%	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones
4.91%	Food & Drink/Cooking & Recipes
4.62%	Arts & Entertainment/Music & Audio/Urban & Hip-Hop/Rap & Hip-Hop
4.62%	Internet & Telecom/Service Providers/Phone Service Providers
4.05%	Shopping/Consumer Resources/Coupons & Discount Offers

1. en-us
2. fr-fr
3. en-gb
4. en-ca
5. es-us
6. zh-tw
7. (not set)
8. en-za
9. es-es
10. es-pe

1. mobile	**226**	(61.41%)
2. desktop	**119**	(32.34%)

Age
41.30% of total users

(bar chart: 18-24, 25-34, 35-44, 45-54, 55-64, 65+)

Gender
42.39% of total users

- male
- female

31.4%
68.6%

Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

Stories

People

Local

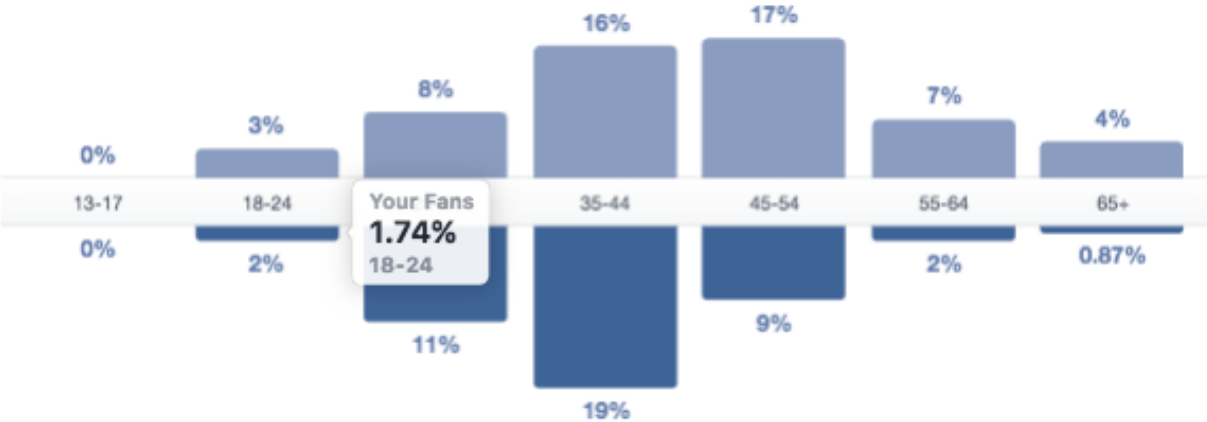Messages

Your Fans   Your Followers   People Reached

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.

Women

■ **55%**
Your Fans

Men

■ **43%**
Your Fans

	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	0%	3%	8%	16%	17%	7%	4%
Men	0%	2%	11%	19%	9%	2%	0.87%

Your Fans
1.74%
18-24

Country	Your Fans
United States of America	103
Bangladesh	3
China	3
India	2
United Kingdom	1
Morocco	1
Myanmar	1
Pakistan	1

City	Your Fans
Erie, PA	35
North East, PA	11
Meadville, PA	10
Beijing, China	3
Fairview, PA	3
Dhaka, Dhaka Division,...	3
Buffalo, NY	2
Cochranton, PA	2
Sarasota, FL	2
Pittsburgh, PA	2

Language	Your Fans
English (US)	107
English (UK)	4
Simplified Chinese (Chi...	3
French (France)	1

Zero Budget Doesn't Mean You Can't

strategicbusinessinsights.com/vals/

factfinder.census.gov/

claritas360.claritas.com/mybestsegments/

Makemypersona.com

pewresearch.org/download-datasets/

economy.com/indicators/

Making Messages
&
Persuading

How to Use the Information

Self Interests / Pain Points

- Messages

Influentials

- Channels

Current Relationship

- Style and Timing

Vanessa, 25

The Young Professional Volunteer Persona

"Volunteering at Make-A-Wish® helped me make an impact — and make new friends who have helped me feel at home."

How to Connect

★ Tell her how Make-A-Wish volunteers are heroes. She wants to know that she can play a role in helping wish kids and their families gain experiences that change their lives and help them heal.

★ Let her know that Make-A-Wish volunteers are diverse and they help children from all backgrounds.

★ Show her how Make-A-Wish has helped people like her get through a difficult period in their lives.

★ She is interested in connecting to corporate partners through the lens of employee engagement. Her interest in giving back drives her career and workplace decisions.

My Traits

Moving from place to place

Always online

Looking for new friends

Hopeful

MAKE·Ⓐ·WISH.

Learn more about these supporter personas at: wish.org/ contentstrategy

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Manuel, 27

The Millennial Donor Persona

"I don't want to give to institutions. I want to give to solve problems."

How to Connect

★ Tell him that donating to Make-A-Wish® will connect him to people who share his interests and values.

★ Show him how small donations add up to make a meaningful difference for wish kids.

★ Tell him how Make-A-Wish donors change the lives of kids from diverse backgrounds.

★ Connect him with former wish kids who can offer perspectives on life that were formed from their uniquely challenging circumstances.

★ He's interested in supporting Make-A-Wish corporate partners that communicate authenticity.

My Traits

Digital native

Difficult to earn his attention

Looking to meet new friends

Values authentic brands

MAKE·Ⓐ·WISH.

Learn more about these supporter personas at: wish.org/ contentstrategy

MARILYN KIM: THE OUTSIDER

The Facts
- Age: 37
- Income: ~$100,000
- Hometown: Indianapolis
- Technical: Has a smartphone, iPad and laptop

Riley Connection
- Previous donor and parent but has no real connection to Riley

Needs
- Find out how to donate toys to Riley
- Knowledge about how recurring donations can have a huge impact
- Understand Riley's reach in her community through the Hospital, Museum, Camp and other programs

"I'm interested in finding out how I can donate some toys to the kids at Riley to teach my daughter about giving back."

Outer Circle **Parent**

Local Pride

Casual Donor

MATT AND LEE ▓▓▓▓: MAJOR DONORS

The Facts
- Age: 55
- Income: Major gift level
- Hometown: Indianapolis
- Technical: Have an iPad that they use for email and Internet access

Riley Connection
- Lost a child and love children. Very involved in Women for Riley. Give back so children have the best chance at a healthy life.

Needs
- Confirmation that Women for Riley makes a difference.
- Knowledge about fundraising events.
- See stories about how Riley helps children and understand the impact of their donations.
- Understanding that Riley is a national leader in research and clinical care.

"We visit the website to find out about fundraisers to attend. We also like seeing and hearing about the kids/survivors at Riley."

Women for Riley
Compassionate

Give Back
Influencers

A Starting Point

Step 1: A little about me

BACKGROUND

My job is...

In five years, my career...

My family...

My social circle...

PERSONALITY

Traits that describe me

My hobbies include...

Outside of work...

DEMOGRAPHICS

Age

Gender identity

Income

Location

Step 2: What I care about

CAUSES I'M PASSIONATE ABOUT

Macro or global issue

Macro or global issue

Micro or local causes

Micro or local causes

In a perfect world...

REASONS I WOULDN'T GIVE

General objection

General objection

Specific concern

Specific concern

The biggest reason I don't give...

Step 3: How to talk to me

HOW ARE YOU IMPACTING ISSUES I CARE ABOUT?

Program #1

Program #2

Advocacy effort #1

Advocacy effort #2

Campaign #1

Campaign #2

WHERE/HOW I LIKE TO COMMUNICATE

Communication method #1

Communication method #2

Communication method #3

Don't contact me...

FUNDRAISING ELEVATOR PITCH

What you want me to do

How you want me to do it

How my donation is helping my "perfect world" become a reality

Why I should give, despite my concerns

https://blog.everyaction.com/creating-nonprofit-donor-persona

Final Points

Your target IS NOT everyone!

Try It ... Then, Update and Refine

Share Your Personas With Everyone in Your Organization

Now, Go Slice and Dice
...Responsibly

Thank You!