
Understanding Your Market Segmentation

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Segmentation is the concept of grouping people with similar demographics and psychographics together. The combination of demographic and psychographic information can provide valuable insights into your best customers – allowing you to find more like them.

Demographics looks at characteristics of people that include age, income, education, occupation, household size, home ownership and home value, among other factors.

Psychographics delves deeper into people's lifestyles and behaviors - where they like to vacation, the kinds of interests they have, the values they hold, and how they behave.

As a green marketer, being aware of the Demographics and Psychographics of your customers and potential customers can guide where and how you spend your marketing dollars – to reach your target audience.

Article submitted by:

Leigh Marlow, copywriter and founder of Pure Green Copywriting - professional writing for the environmentally aware business.

Leigh can be contacted on 03 9486 0923 or via email leigh.marlow@puregreencopy.com.au This e-mail address is being protected from spam bots, you need JavaScript enabled to view it

Leigh believes that working alongside like-minded people provides inspiration for both parties.

"As a 'green' business, you're at the cutting edge of a market that represents around 26% of Australia's adult population. Understanding and reaching that customer is crucial to your business success."

"The way I like to think about your marketing material - it's a first impression. And if you don't pique interest with your first attempt, you won't get a second chance. Effectively, you're turning away customers."

Leigh works alongside environmentally aware businesses every day - to improve their marketing, communications and strategy.

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