

TOP 10 GUIDING PRINCIPLES FOR CONDUCTING SEGMENTATIONS

- 1.** Don't do it unless everyone agrees it is needed
- 2.** Don't expect your usual research agencies to be able to cope with segmentations
- 3.** The data will NOT tell you the answer
- 4.** Qualitative and quantitative segmentations rarely match perfectly
- 5.** There is no such thing as the 'statistically right answer'
- 6.** Segmentation is as much an art as a science
- 7.** If you need more than one segmentation, make sure that they link together
- 8.** Be prepared to delete lots of respondents
- 9.** If you want people to engage in the segments, you have to bring them to life
- 10.** The segmentation solution is only the start of the journey, not the end