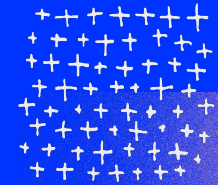


Identify & Multiply Your Best Customers



Hello 🖐️

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VP Product Marketing @ Kajabi





Consider this:

**Can you name your company's best
customer segments?**

Confusion across teams creates disjointed experiences

"I just published a lead gen piece for SMBs."
- *Marketer*

"I've signed a new partner in automotive."
- *Partners*

"I'm building a new feature for realtors."
- *Product*

"I signed a big customer with 50 users!"
- *Sales*



Customer segmentation allows you to **identify your best customers** and build highly relevant products and experiences to acquire, engage and retain them.





71%

of consumers **express frustration** when an
experience is not personalized



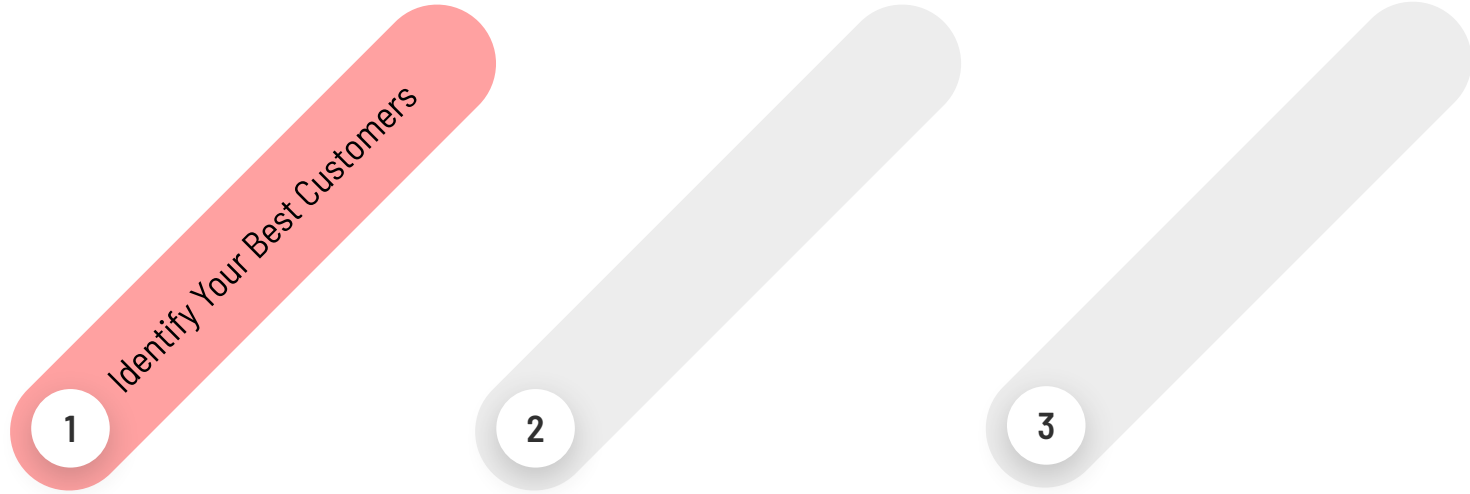
80%

of customers say **the experience** a company provides is as important as its products and services

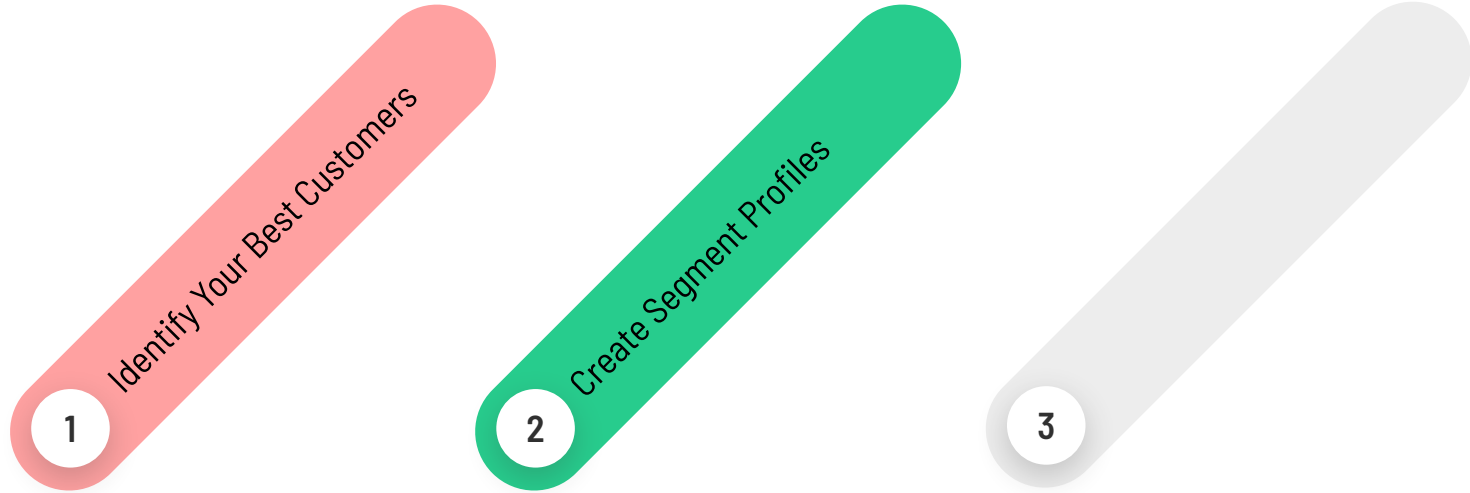
64%

of instances when a customer switched from one brand to another was driven by a **lack of relevance**

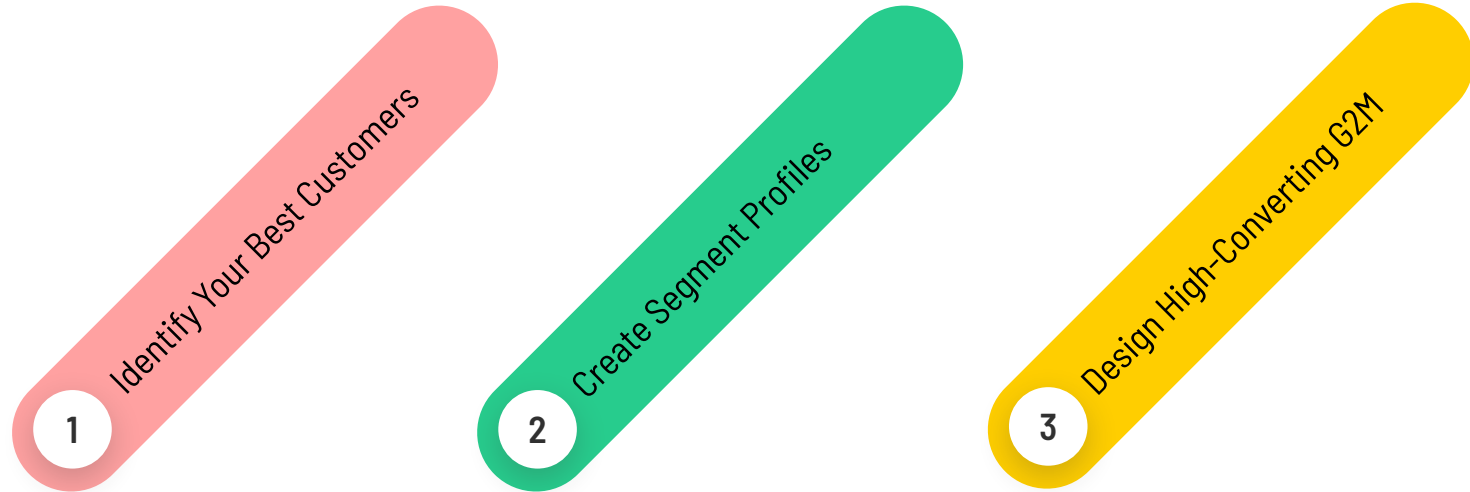
3 steps to growth-focused customer segmentation



3 steps to growth-focused customer segmentation



3 steps to growth-focused customer segmentation



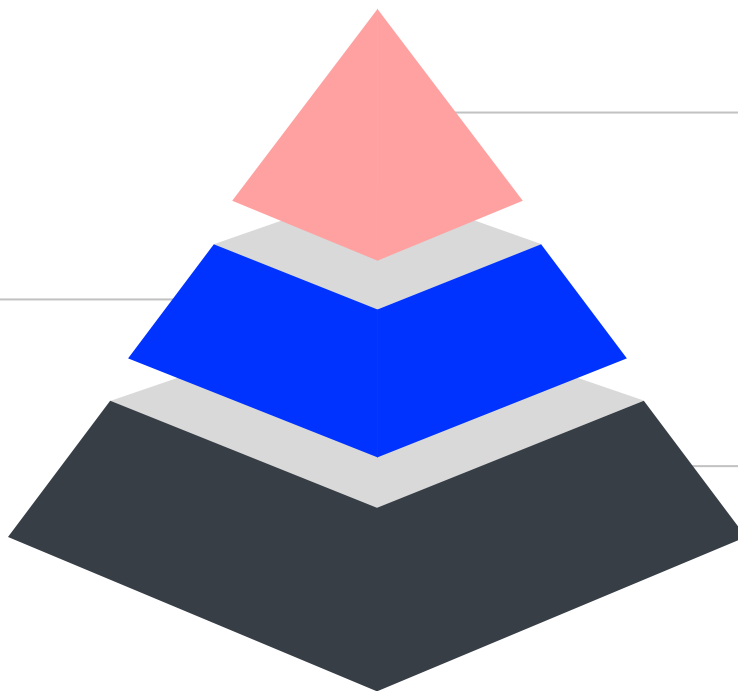
Step One:

Identify Your Best Customers

MAP your best customers

Analyze Performance

Validate the business performance of your customer clusters



Prioritize Potential

Assess your potential to win the market

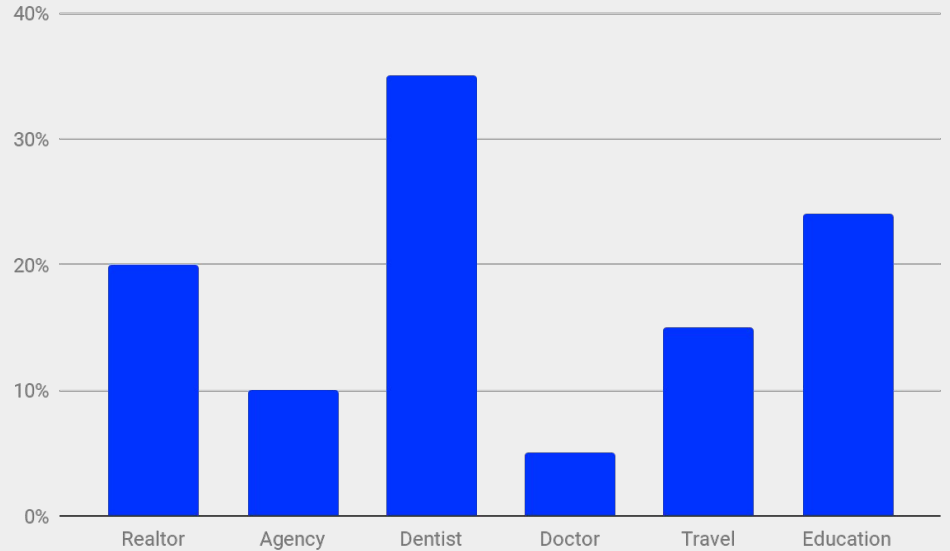
Measure Volume

Cluster customers based on shared attributes

Build your data set

- Demographic
- Geographic
- Psychographic
- Behavioral

Merge with account data



	Account Data	Demographic	Geographic	Behavioral	Psychographic
Goal	Link account data to business impact	Identify key demographic characteristics	Identify geographic location	Link product usage back to account value	Understand the human behind the account
Example Data	<ul style="list-style-type: none"> - Subscription start date - Billing interval (monthly/annual) - Monthly recurring revenue 	<ul style="list-style-type: none"> - Business size - Business vertical - Job title 	<ul style="list-style-type: none"> - Country - State - City 	<ul style="list-style-type: none"> - Adoption of key features - Depth of usage 	<ul style="list-style-type: none"> - Whatever info is available, if any



Don't just turn up the volume. Your largest group of customers are not always the best customers.

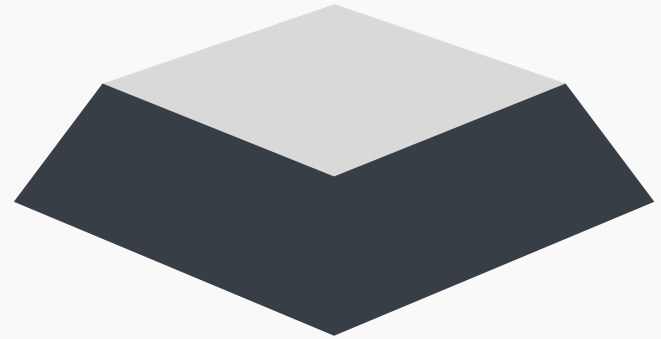
Measure Volume

Prepare a segment hypothesis based on your primary customer clusters.

For Example:

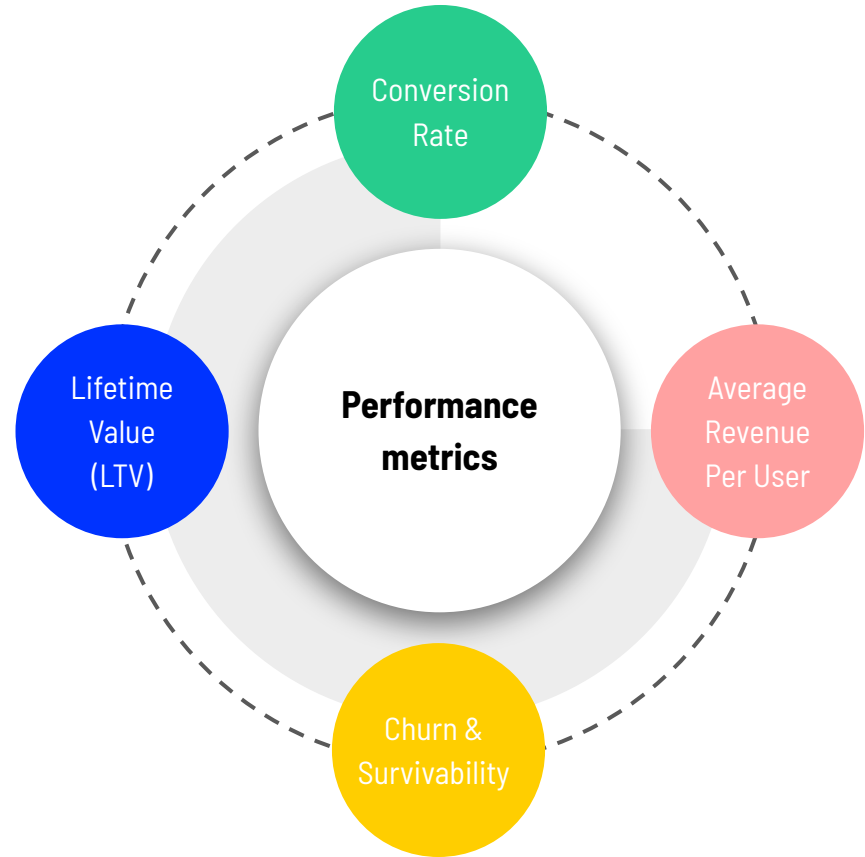
We believe our best customers are Dentists, Realtors and Education companies who are located in North America and have less than 100 employees

Cluster customers based
on shared attributes



Validate performance

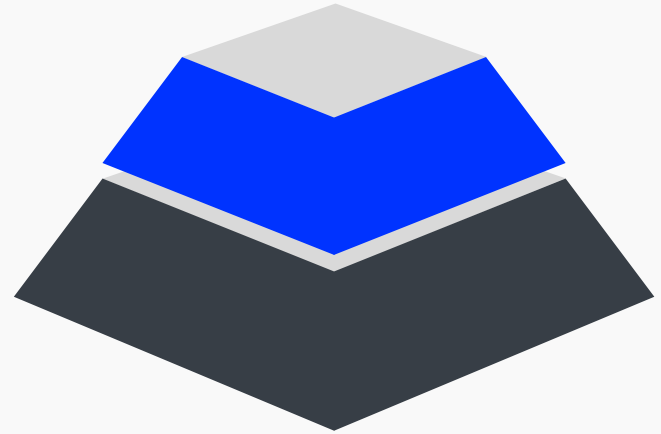
Ensure that when you attract more of your segments they will drive positive impacts to revenue growth.



Analyze Performance

Review your original segment hypothesis and select one to three segments who you've validated have high performance.

Validate the business performance of your customer clusters



Can you win the market?

01

Addressable
Market

02

Customer
Acquisition

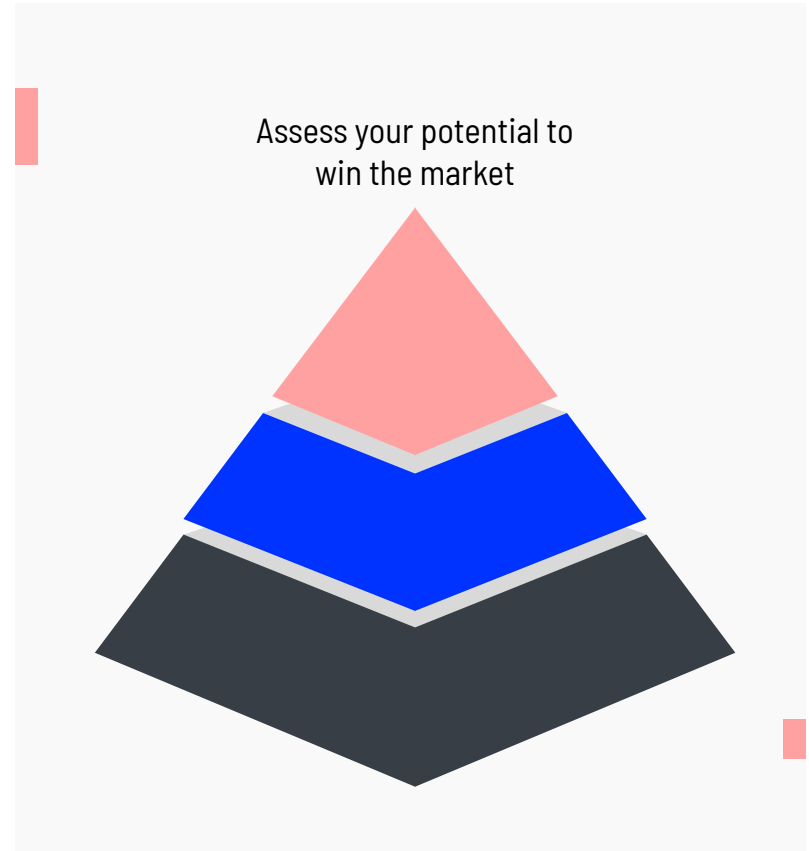
03

Competitive
Landscape

Prioritize Potential

Proceed with the segments who you've confirmed:

- 1) You are currently attracting and have high volumes of
- 2) Have solid performance in LTV, conversion and more
- 3) Are markets that support your growth ambitions

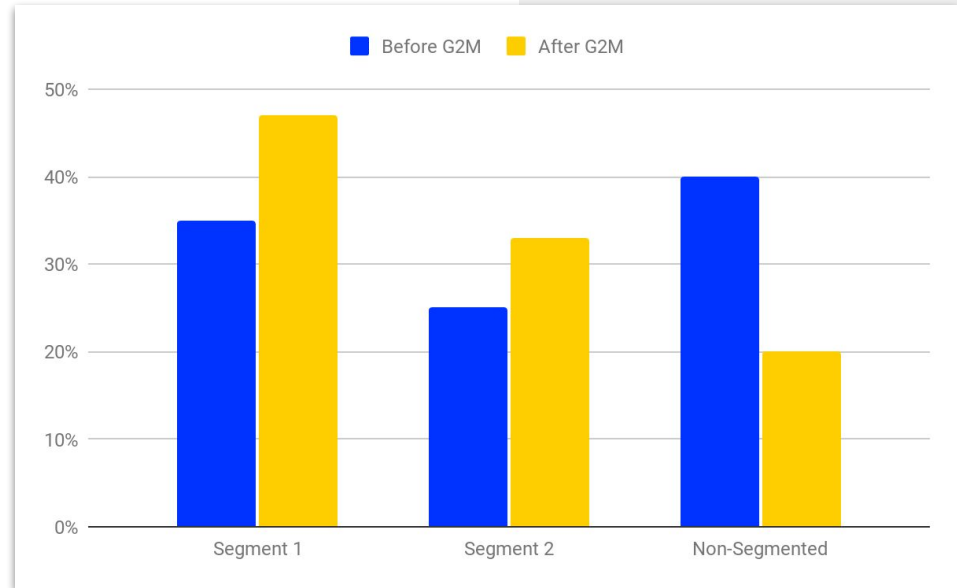


Step Two:

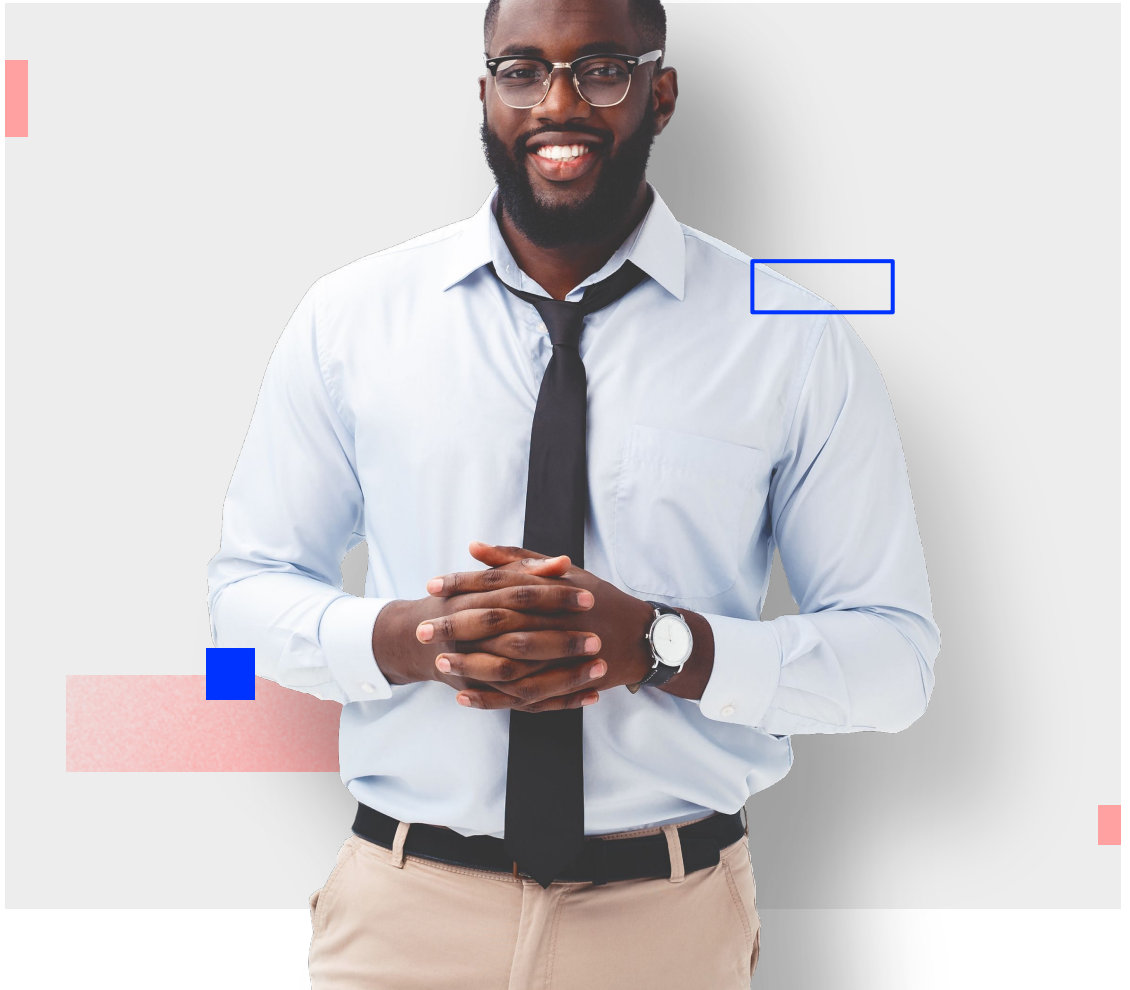
Create Segment Profiles

Multiply your best customers

Build relevant go-to-market to increase the ratio of segmented customers and improve business performance

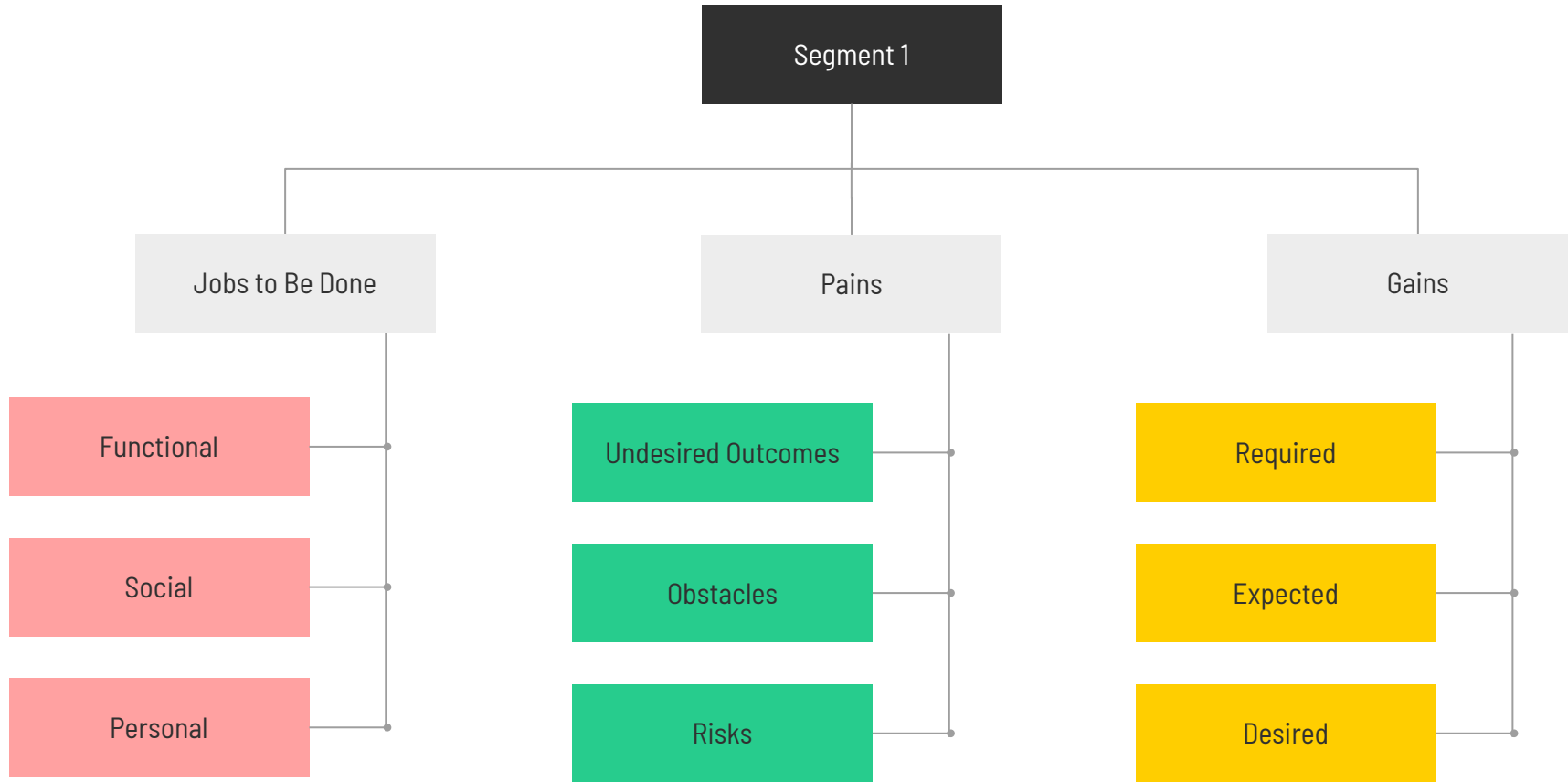


Focus on customer value



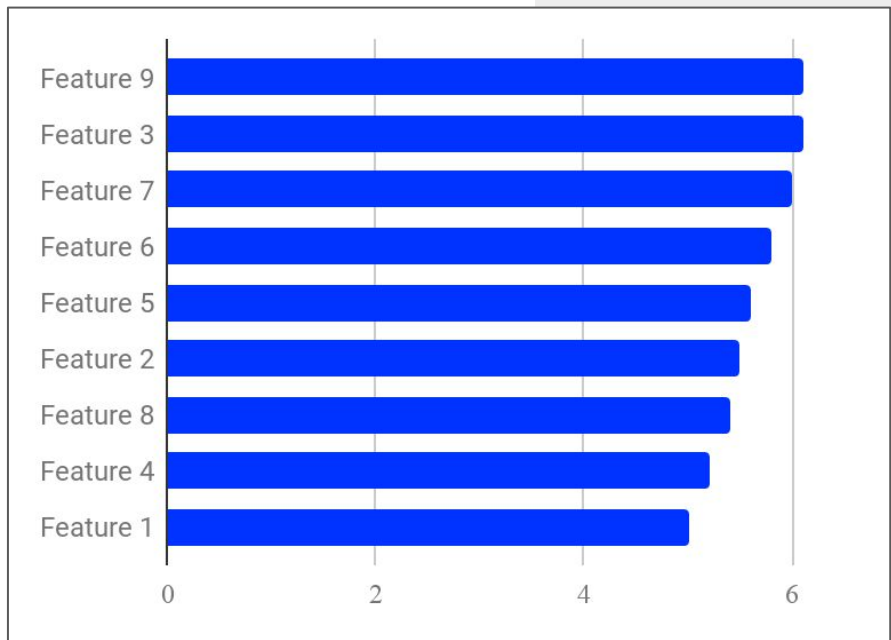
Build Segment Profiles to guide your go-to-market strategy

	Segment 1	Segment 2	Segment 3
Job to be done			
Pains to be relieved			
Gains to be achieved			
Preferred features			
Willingness to pay			
Core value prop			



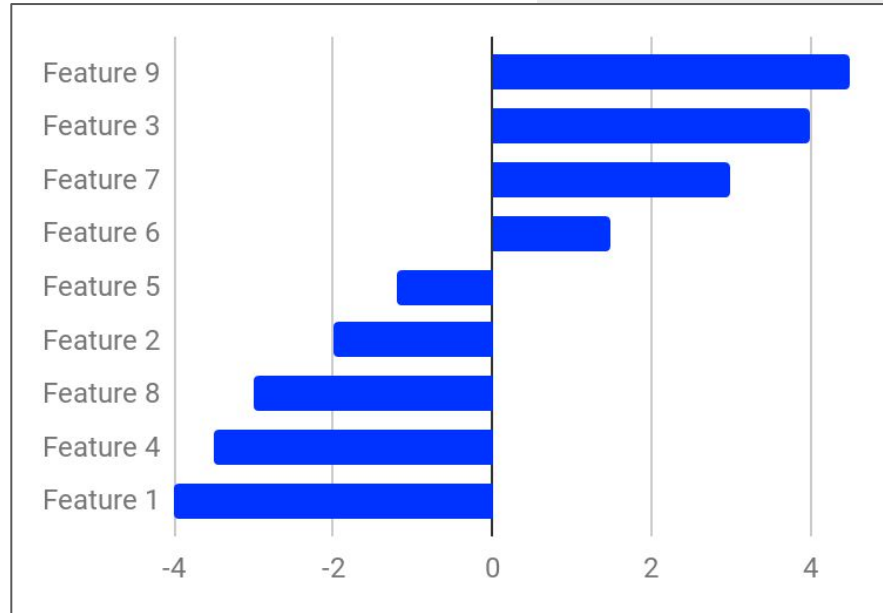
Traditional feature preference does not work

- How you ask is just as important as who you ask
- Avoid a rank-order approach which provides very little value



Trade off feature preference provides clarity

- Customers must choose their most preferred and least preferred feature
- Allows you to focus in on the features that really matter

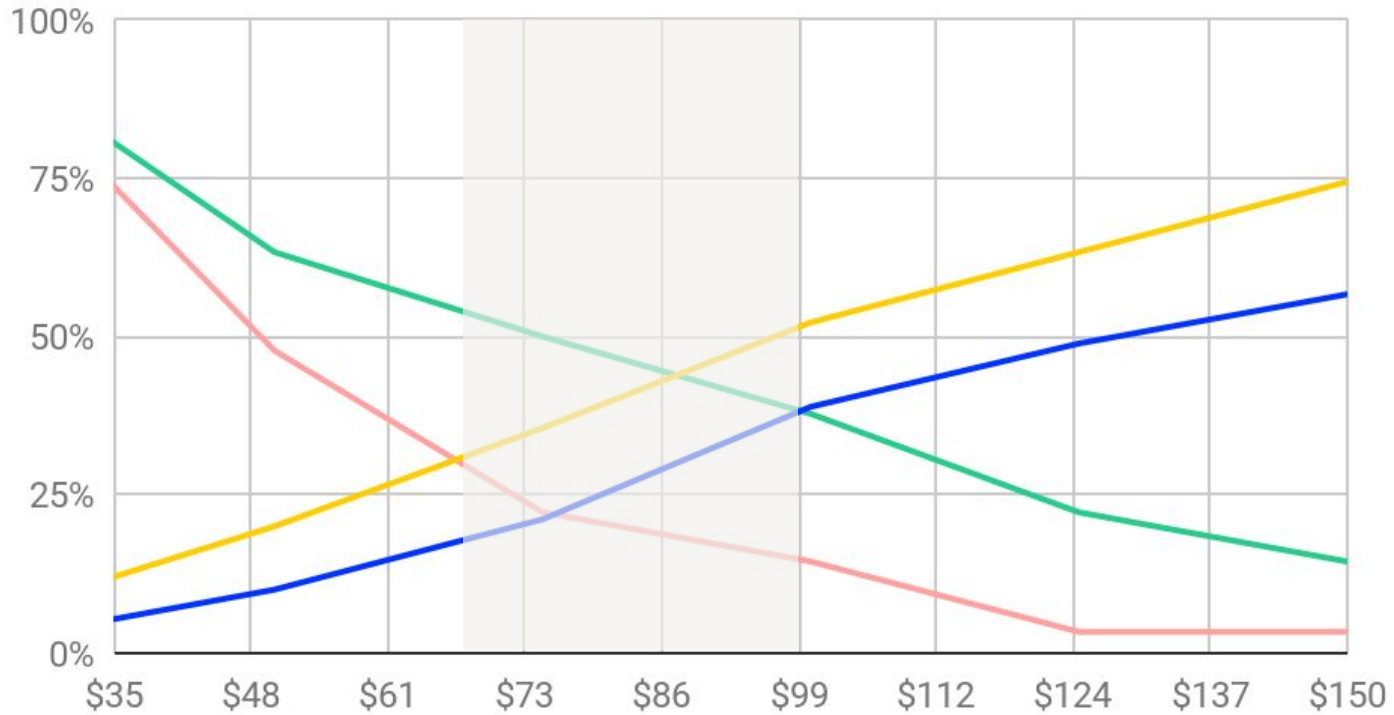


Conduct a Van Westendorp price sensitivity survey

At what price would you consider the product:

- to be **so expensive** you would not consider buying?
- to be **getting expensive** but you would still buy?
- to be **a bargain** and a great buy for the money?
- to be **so cheap** you would question the quality?


Too Cheap Great Value Getting Expensive Too Expensive



Build positioning and messaging your segments find compelling

	Segment 1	Segment 2	Segment 3
Job to be done			
Pains to be relieved			
Gains to be achieved			
Preferred features			
Willingness to pay			
Core value prop			

Communicate segmented value



Build positioning and messaging your segments find compelling



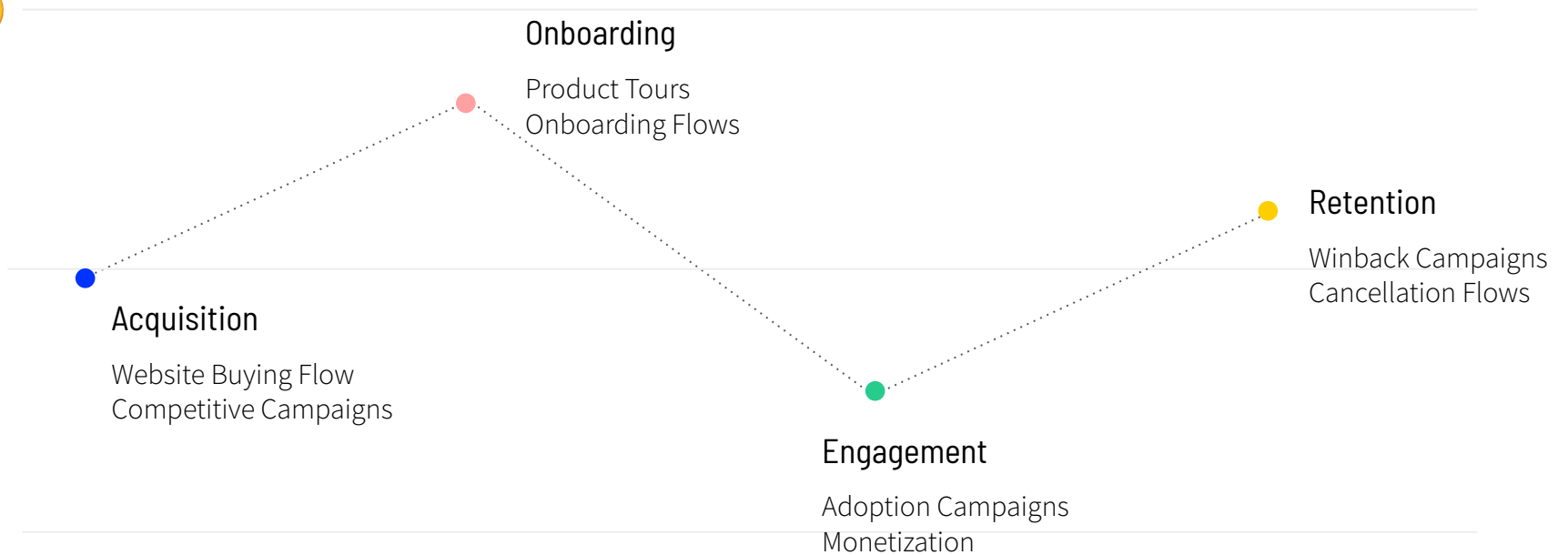
[Product name] messaging for [persona name]

Value proposition			
Audience			
Elevator pitch			
Long description			
Outcome pillars	Pillar #1 (1-3 words - these should substantiate your elevator pitch and positioning work)	Pillar #2	Pillar #3
Pain point(s)			
Product/feature benefits			
Product/feature			

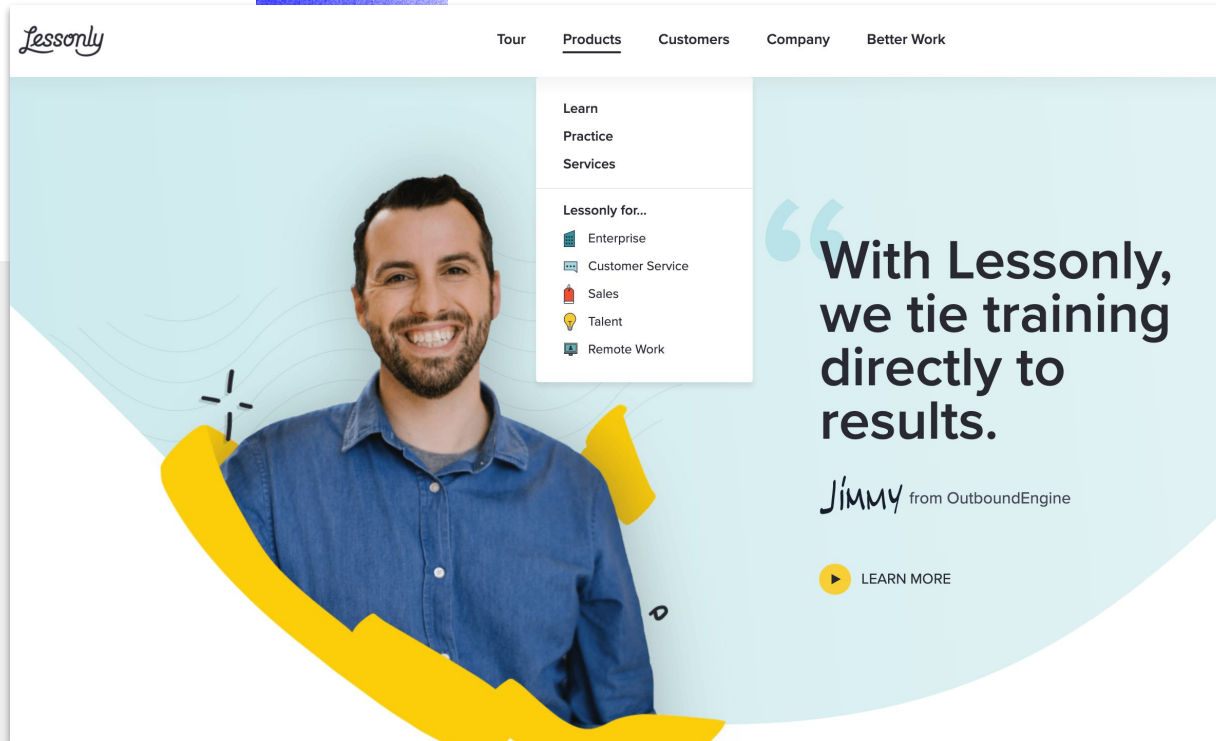
Step Three:

Design High-Converting G2M

Build segmented customer journeys



Design segmented buying flows on your website

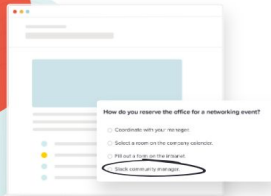


Highlight the benefits that your segment's value

Talent Teams

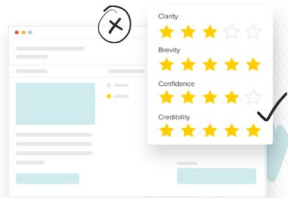
A learning culture is a winning culture

You want your teammates to grow, succeed, and thrive at work. That's why we exist. Because when training is simple to create, nimble to edit, and easy to consume—people grow. Let's pioneer a new kind of corporate learning together.



Say goodbye to stale training

As organizations change, so do processes and procedures. Refresh learning content across the globe in minutes instead of weeks so your team wins today.

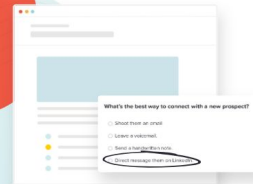


Make learning matter

Real learning sticks. Help your team retain critical information with realistic practice scenarios and measure the impact of training on business outcomes.

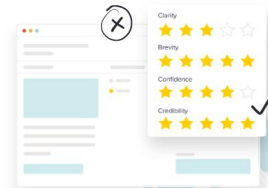
Let's make a deal. Sales training shouldn't suck.

Sales teams move fast and sales enablement should, too. With Lessonly, learn, practice, and perform like never before. Scale team training simply. Ramp new reps consistently. Get on the same page easily. Win more deals.



Enable with ease

Rockstar reps start with all-star coaches. Empower your reps to succeed by providing them with fast, easy-to-digest training that actually helps them hit their quota.



Ramp reps faster

Get your reps to quota and keep them there. Build onboarding lessons in minutes that shorten ramp time and have reps closing deals in days.

Sell confidently

Sales Teams

Feature segmented use cases

×

Take a tour of Lessonly

First, select what type of company or team you want to train.

Customer Service

Sales

Talent

Choose your flow

SEE A PREVIEW

Hello, meet Lessonly

We help sales teams ramp new hires, enable with ease, and close more deals. This tour highlights some of our features and benefits.

What do you want to learn today?
Have a question or feedback? Send us a message

Agile Customer Service
Keeping 1,000 support reps on the same page isn't easy, but with thoughtful training, it's simple.
3 items

Doing Better Work
Better work in action looks like staying nimble, working toward... and constantly...
3 items



Calls out sales teams and their pains

Provide a sense of belonging

The image shows a screenshot of the Unbounce website landing page. The background is a solid red color. In the top left corner, the Unbounce logo is displayed. To its right is a navigation menu with the following items: "Product", "Solutions", "Pricing", "Learn", and "Contact". On the far right of the top navigation bar, there is a search icon, a "Log In" button, and a "Start My Free Trial" button. A white dropdown menu is open under the "Solutions" menu item, listing "Ecommerce", "SaaS", and "Agencies". The main content area features a large headline on the left that reads "Convert More Customers". Below this headline is a sub-headline: "Create custom landing pages with Unbounce that convert more visitors than any website—no coding required." A "Start My Free Trial" button is positioned below the sub-headline. In the center of the page, a man in a dark suit and glasses is smiling. To his right, there are two overlapping landing page examples. The top one is titled "Strike a Pose" and includes a "GET A QUOTE" button. The bottom one is titled "Custom Framing to Fit Your Style". A "Get a quote" form is overlaid on the bottom right, containing fields for Name, Last Name, How many photos?, Size, and By when, followed by a "SUBMIT" button. A blue bracket highlights the "Start My Free Trial" button, and a yellow bracket highlights the "SUBMIT" button.

unbounce

Product Solutions Pricing Learn Contact

Log In Start My Free Trial

Ecommerce

SaaS

Agencies

Convert More Customers

Create custom landing pages with Unbounce that convert more visitors than any website—no coding required.

Start My Free Trial

28%↑ CONVERSIONS

Strike a Pose

GET A QUOTE

Custom Framing to Fit Your Style

Get a quote

Name

Last Name

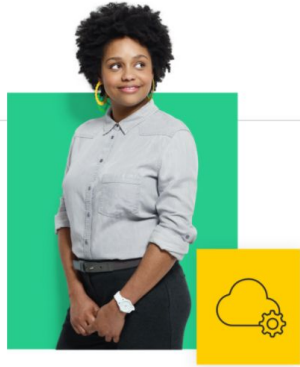
How many photos?

Size

By when

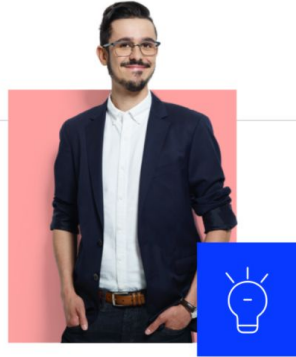
SUBMIT

Use the “voice of customer”



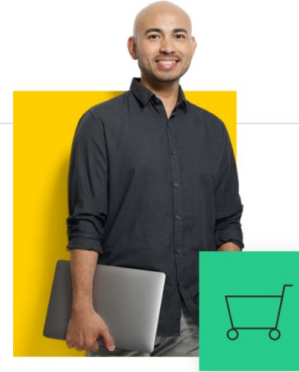
For SaaS

Get those leads pouring in by creating high-converting pages faster and optimizing campaigns on the fly—without having to use developer resources.



For Agencies

Exceed client expectations and grow your agency with quick turnaround, bang-on branding, and performance that keeps them coming back for more.



For Ecommerce

Make each product shine with a targeted landing page to convert more customers and get your ad spend to go further.

*Make it clear
this site is for
them*

*Call out the
differences
between
segments*

Make it easy to find relevant resources

Make it easy to find
what they're looking
for

The screenshot shows the Unbounce website's navigation and main content. The navigation bar includes the Unbounce logo, links for Product, Solutions, Pricing, Learn (underlined), and Contact. On the right, there is a search icon, a 'Log In' button, and a 'Start My Free Trial' button. The main heading is 'Put Your Best Page Forward'. Below it, a paragraph describes Unbounce's drag-and-drop builder and includes links for 'landing page examples' and a 'free 14-day trial'. A 'CATEGORIES' list is on the left, and three example landing pages are shown on the right.

unbounce Product ▾ Solutions ▾ Pricing Learn ▾ Contact

Q Log In Start My Free Trial

Put Your Best Page Forward

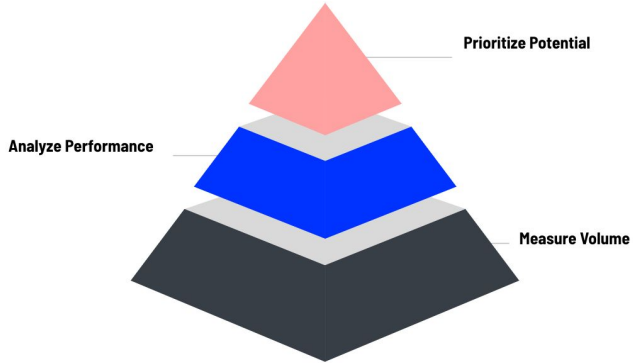
Unbounce customers of all industries and skill levels have created professional, beautiful, high-converting landing pages with our drag-and-drop builder. Browse some of our customer [landing page examples](#) before making some of your own magic with a [free 14-day trial](#).

CATEGORIES

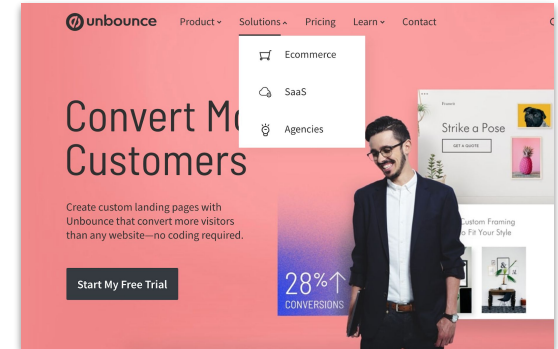
- All
- SOFTWARE AS A SERVICE
- ECOMMERCE
- AGENCIES & CONSULTING
- LEAD GENERATION
- B2B LEAD GENERATION

Example landing pages shown:

- 1. Wedding invitation suite: 'Create a Beautiful Wedding Invitation Suite'
- 2. Course landing page: 'GET YOUR COURSE' with a video player and testimonials
- 3. E-commerce product page: 'AN EVERYDAY GUILT-FREE LUXURY' for 'arzak' products



	Segment 1	Segment 2
Job to be done		
Pains to be relieved		
Gains to be achieved		
Preferred features		
Willingness to pay		
Core value prop		



MAP Your Best Customers

Understand Value

Deliver High-Converting G2M

Thank You!



[linkedin.com/in/tamaragrominsky](https://www.linkedin.com/in/tamaragrominsky)

