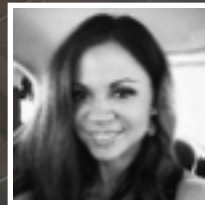


Reaching your leads with the right content

B2B Marketing Expo

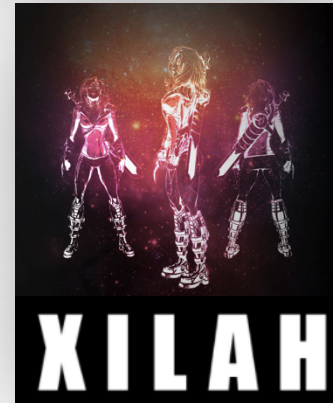


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Inga Romanoff is an award-winning Marketo Automation consultant, one of the elite consultants in Marketo community. She is a global marketing professional with over 20 years of success in driving growth in B2B and B2C environment and strong International experience in Russia, Europe, and APAC. Romanoff Consultants clients include marketing automation users in High Tech, Finance, Retail, Media and Publishing and other industries.



What is Segmentation

Dividing market into distinct groups with distinct needs, characteristics, or behaviour who might need separate products or marketing mixes



Segmented campaigns get 14.64% more opens and 59.99% more clicks than non-segmented campaigns

Steps in Segmentation

- Market segmentation
 - Bases for segmenting the market
 - Develop personas
- Target marketing
 - Find the “sweet spot”
 - Develop measure of segment attractiveness
- Market positioning
 - Develop messaging for each of the target segments
 - Identify ideal marketing mix



Examples

Consumer Company

- Demographics
- Survey results
- Geo
- Email engagement
- Past purchases or how much spent
- How new or how long since last purchase
- Frequency of purchasing
- Personal interests

B2B Company

- Firmographics
- Customer Tiering
- Implicit or explicit customer needs
- Product line
- Digital body language (email, site, inbound)
- Position in sales funnel
- Top accounts

Examples

Consumer Company



B2B Company



Do you think you can go too far with
segmentation?

Swan, Pike And Crawfish



Once Crawfish, Swan and Pike
Set out to pull a loaded cart,
And all together settled in the traces;
They pulled with all their might, but
still the cart refused to budge!

The load it seemed was not too much for them:
Yet Crawfish scrambled backwards,
Swan strained up skywards, Pike pulled
toward the sea.

Who's guilty here and who is right is not for us to say-
But anyway the cart's still there today.

~ Ivan Andreevich Krylov



"The Scream" by Edvard Munch is one of the most famous paintings in art history because it captures universal suffering

Takeaways

- Study your brand
- Select “sweet spot”
- Outline priorities
- Align content



Thank you!



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