

Segments vs Personas explained

Segments and personas both help to define the characteristics of customers. The differences between them are subtle but important. Segments help to forecast market interest while Personas help to understand the behaviour of individual customers.

A map of the market: **groups** of customers based on similar characteristics and needs.



What

Character profiles that represent an **individual** target customer's behaviours and attitudes.

Customers are grouped into segments because they react in a similar way to the product offer, price, promotion and communication.



Who

Each persona type has a different behaviour and customer journey and consumes information differently.

Target the most valuable segments using different messages depending on each group's unique need.



Why

Helps us understand the unique buying behaviour of these individuals. We can then deliver appropriate content via the most effective channels.

Use segmentation early in product and market development to establish a map of the market, its population size, value and your market share.



When

Through personas you can develop messaging and marketing content that resonates with customers' wants and needs.

Strategic marketing or product management.



Who's responsible

Marketing communications or product marketing.

Quantitative and qualitative: market research survey, industry data etc.



How

Qualitative one-to-one interviews, focus groups, workshops.

Forecast the size of the opportunity;
- Decide which segments are most valuable and how to target them;
- Determine what the product offer should be to satisfy each segment's needs.



Uses

Understand the lifestyles, emotional and behavioural triggers that indicate how a representative of the persona will react to the product and marketing and therefore where to target them.

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