

# *Super September*

## Customer Profiling and Segmentation

Knowing your customers, their interests, needs and behaviours will enable you to segment and tailor your service. Doing this can enable you to target your marketing more successfully.

# What is Profiling and Segmentation?



Customer profiling is a tool used by businesses both large and small to identify the types of customer that are using or could be using their service.

It is important to do this as it allows you to target your marketing and develop the elements of your service that are important to that particular audience.

Customer Segmentation is where you segment your different types of customers by their characteristics. This enables the business to tailor the service and the marketing to draw in more potential customers.

Approach each customer with the idea of helping him or her to solve a problem or achieve a goal, not of selling a product or service

*-Brian Tracy-*



# Lets profile some customers!

When profiling you need to consider the different types of customers that currently use your setting and to identify new potential customers. It is ok to give estimations for the detail - this will help with the segmentation later on..

## Demographics

This is where you record the types of people that are using your service. This is likely to be quite broad as childcare is a necessity for many families from many different backgrounds.

- Marital status *(e.g. 70% married or long-term couples, 15% separated joint care responsibility, 15% single parent)*
- Income *(e.g. 50% qualify for partial vouchers or funding, 10% fully fund their child's place 40% qualify for fully funded session from 2 year old or 3 year old funding)*
- Age (of parents) *(75% age 25 - 45, 15% age under 25, 10% aged 46 +)*
- Employment *(e.g. 60% both parents employed or studying full time, 30% one parent employed or studying, 10% both parents unemployed)*

## Geographics

For individual nurseries, this is to focus on localised features and community - Take a look at the examples below;

- What local businesses do we have nearby? *(We are close to a large head office for NatWest and a golf club)*  
Are we close to motorway, bus routes, train stations? *(We are very close to the motorway junction and train station)*  
What kinds of residential areas are nearby? *(We have many apartments nearby and there is a development of 2. 3. and 4 bedroom houses about 1 mile away)*  
Are we visible to passing traffic? *(No, We have a banner at the end of our road, our road is a dead end)*

## Psychographics and Behaviours

Psychographics and behaviours refers to the special interests or behaviours of the people that use your setting...such as;

Habits - *Many of our families walk by the canal nearby to use the park there. Very often families on the estate shop at their local Tesco express but do larger shopping out of the estate*

Hobbies and Interests - *There is only one soft play centre in the community which is very popular, the golf club nearby has a children's pitch and putt but this does not get much interest, The library hosts many groups and is very, very popular.*

Influence - *Our MP is a conservative and achieved a large majority in the last election, I am a member of all the online community groups and keep abreast of what is of interest.*



# Your Settings Customer Profiling

Use this section to profile your customers

## Demographics

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## Geographics

A large, empty, light grey rectangular box intended for entering geographic information.

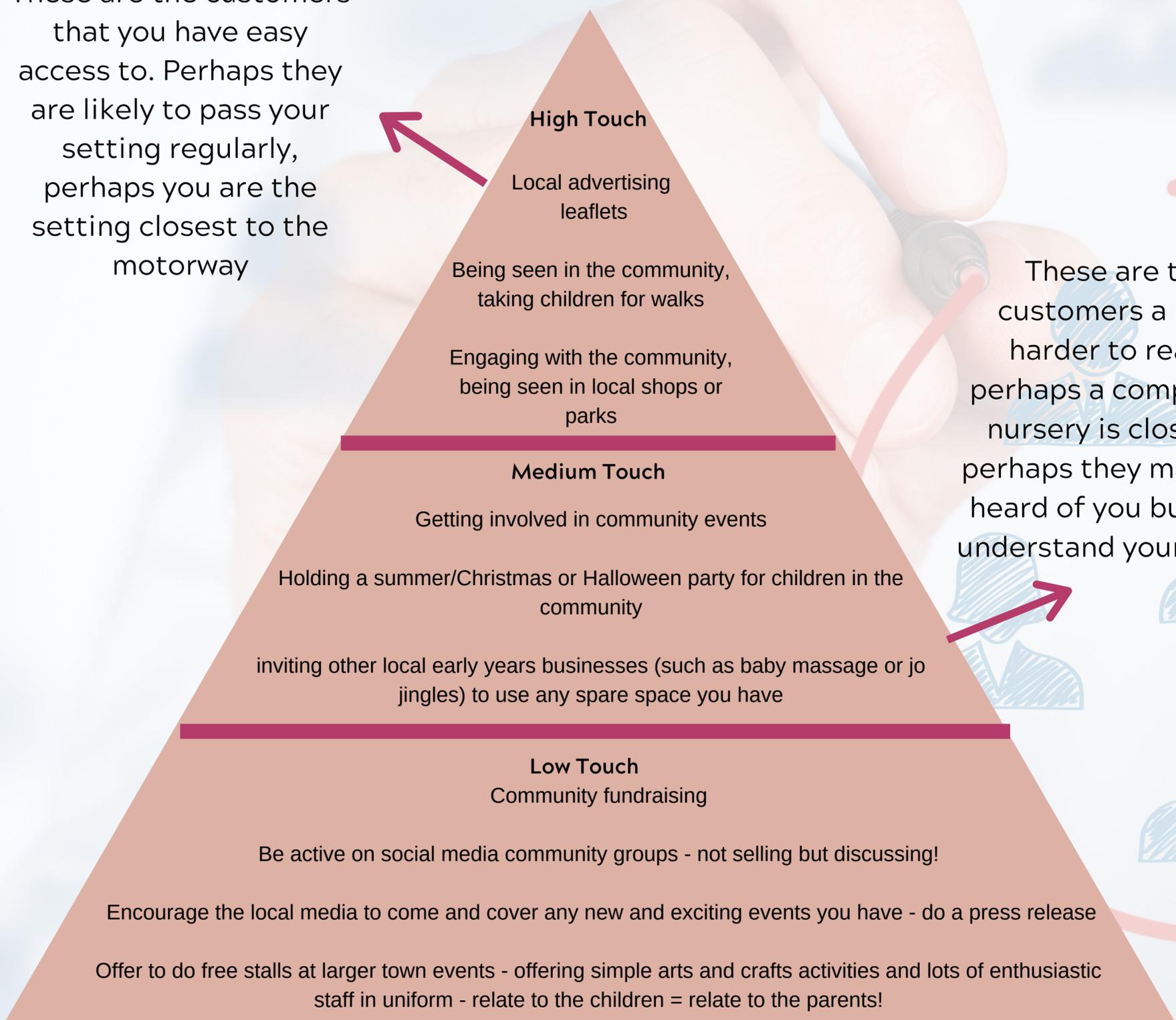
## Psychographics and Behaviours

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Using segmentation to identify and promote your business to current and potential audiences.

These are the customers that you have easy access to. Perhaps they are likely to pass your setting regularly, perhaps you are the setting closest to the motorway



These are the customers a little harder to reach, perhaps a competitor nursery is closer by perhaps they may have heard of you but don't understand your USP's?

These are the potential customers that don't know you are there. Perhaps they live some distance away or their usual daily activities don't take them near your setting?



# Using segmentation to identify current and potential audiences

Use this section to segment your customers

