



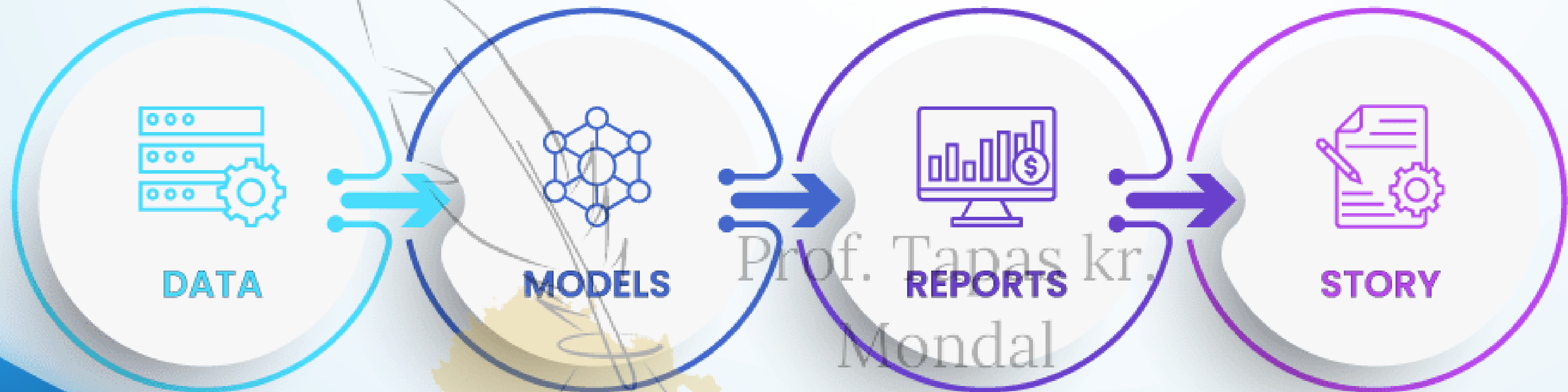
# Strategic Marketing Analytics

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# WHAT IS MARKETING ANALYTICS?



**S**

**Segmentation**

Divide market into distinct groups of customers (segments) using segmentation practices.

**T**

**Targeting**

Determine which customer group (segment) to focus your marketing efforts on.

**P**

**Positioning**

Create product positioning and marketing mix that is most likely to appeal to the selected audience.

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## Market Segmentation

- Identify basis for segmentation
- Determine important characteristics of each market segment

## Market Targeting

- Evaluate potential and commercial attractiveness of each segments
- Select one or more segments

## Product Positioning

- Develop detailed product positioning for selected segments
- Develop a marketing mix for each selected segment



### Geography (where):

segmentation based on audience location. It can be country, region, or even city-specific.



### Demography (what):

segmentation based on audience demographics, such as age, gender, economic status, profession, etc.



### Behaviour (how):

segmentation based on audience buying patterns, preferred communication channels, browsing habits, brand loyalty, etc.



### Psychography (who):

segmentation based on audience personality traits- such as their lifestyle, hobbies, interests, etc.

**1. Target Audience / Market and The Size of The Market**

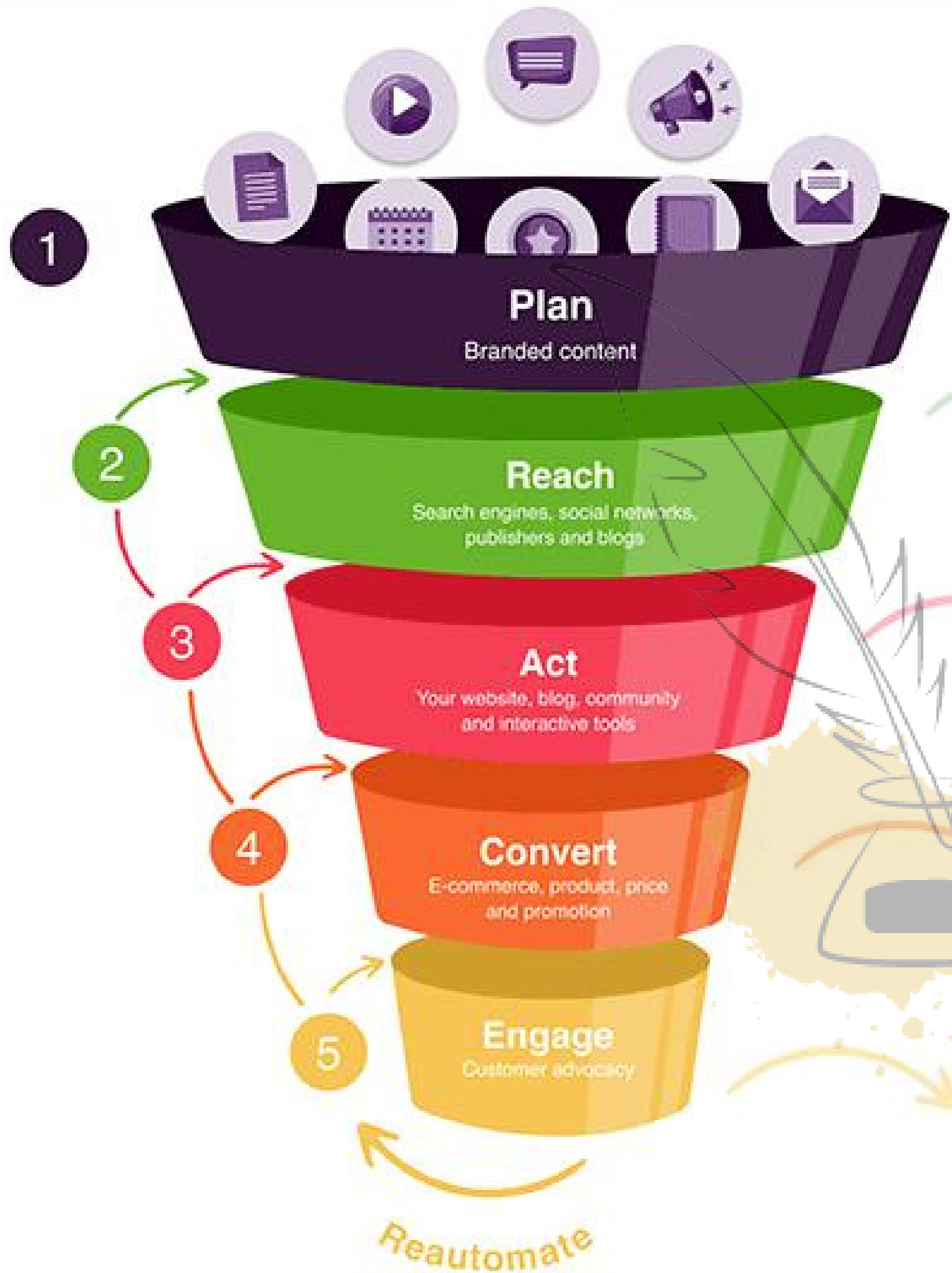
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graph TD; A[1. Target Audience / Market and The Size of The Market] --> B[2. Set Expectations for the Targeted Audience]; B --> C[3. Distinguish the Categories and The Subcategories of Products]; C --> D[4. Study or Research the Needs and Behavior of the Targeted Consumers]; D --> E[5. Strategize the Marketing Campaign];
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**2. Set Expectations for the Targeted Audience**

**3. Distinguish the Categories and The Subcategories of Products**

**4. Study or Research the Needs and Behavior of the Targeted Consumers**

**5. Strategize the Marketing Campaign**



## Build an agile, strategic approach to digital marketing

Competition is fierce online. To win you need to Plan, Manage and Optimize digital channels against defined targets, SMART KPIs and a focused investment in content marketing, digital media and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting and Positioning for your online value propositions.

Buyer stage

### Exploration

**Publish and promote** your content, allow sharing to other outposts, networks and influencers. Draw people to your content hub

Key measures

- Unique visitors
- Value per visit
- Fans/Followers

Buyer stage

### Decision making

**Be worth finding** via clear customer journeys and a content hub that is relevant, inspirational, useful and creates leads

Key measures

- Leads/Lead conversion rate
- Time on site
- Shares/Comments/Likes

Buyer stage

### Purchase

**Capitalise on marketing** investment using CRO, marketing automation and remarketing to ensure contextual relevance drives conversion

Key measures

- Sales (on and offline-influence)
- Revenue/Profit
- Average order value

Buyer stage

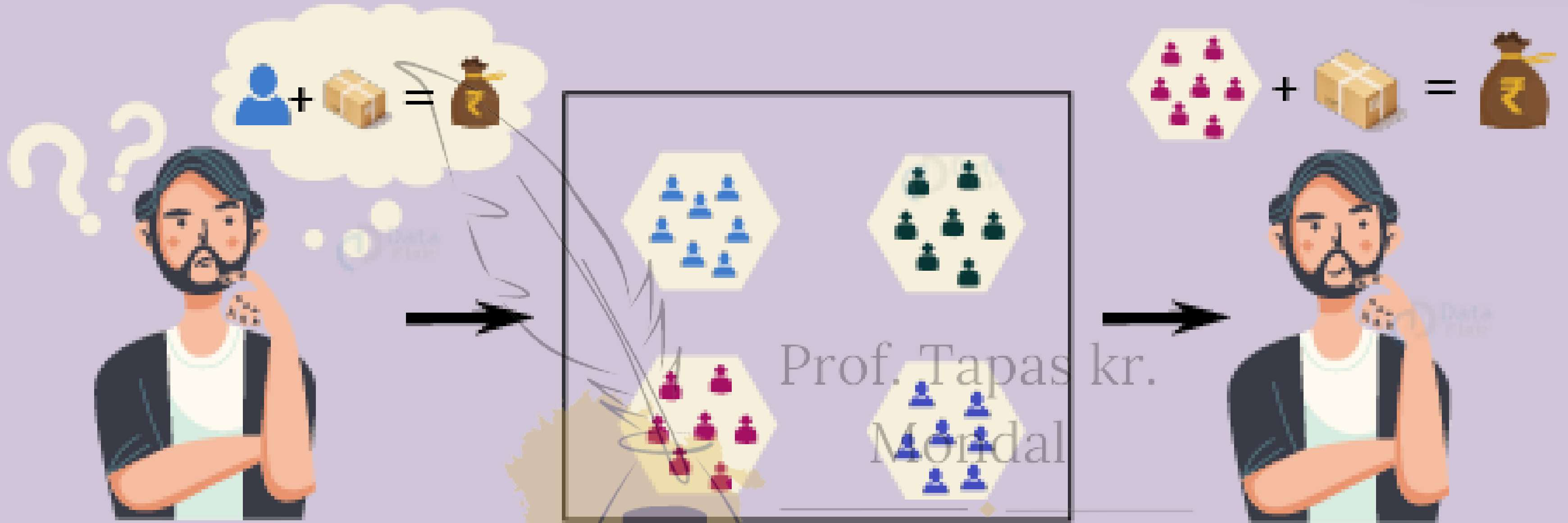
### Advocacy

**Thrilled customers** are key to social media marketing, social proof, repeat sales and referral. Start your marketing here!

Key measures

- Repeat purchase (Lifetime value)
- Satisfaction and Loyalty
- Advocacy

# Clustering in Real World

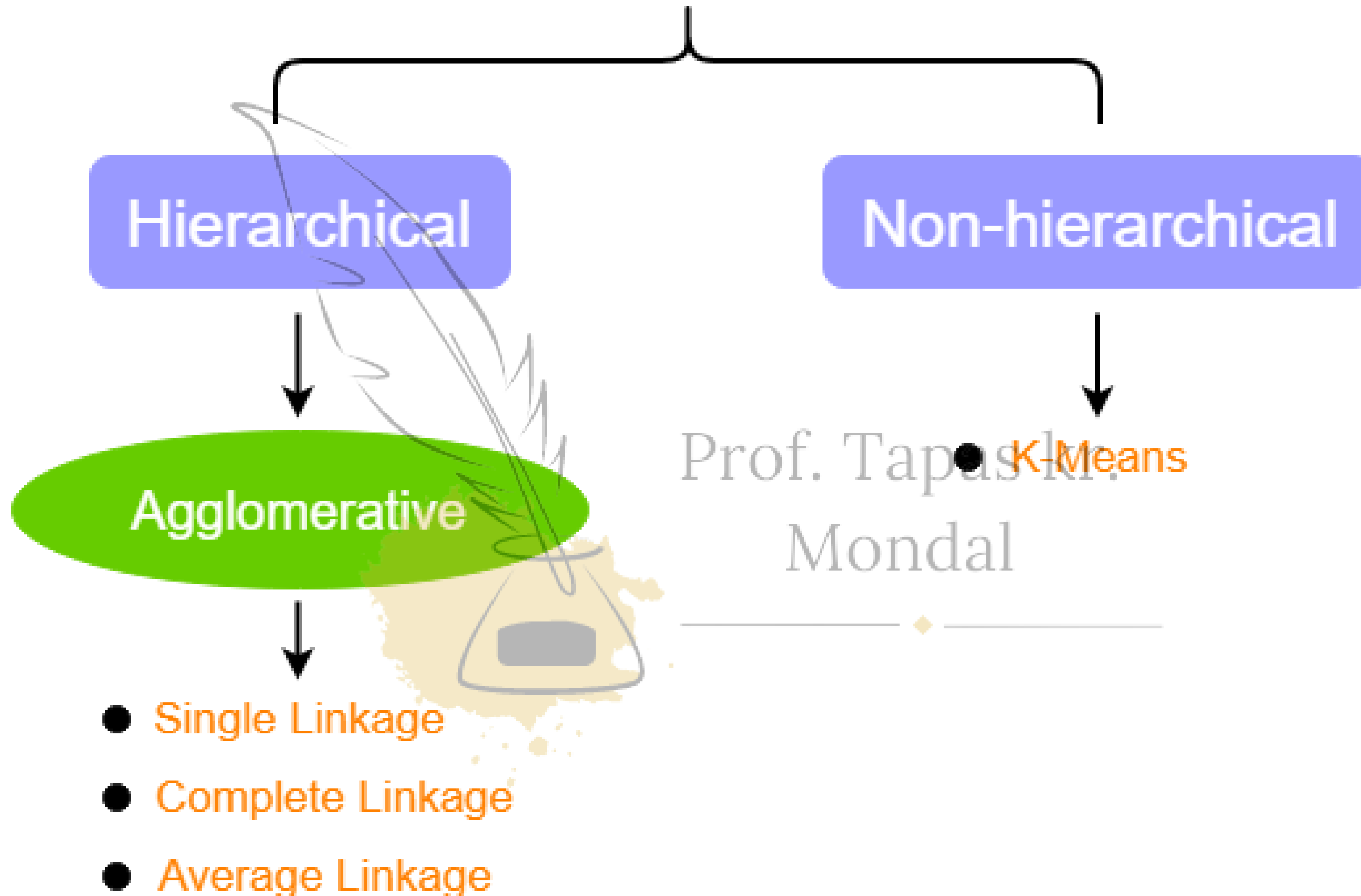


Identifying the potential customer base for selling the product

Implementing Clustering Algorithms to group the customer base

Selling product to the identified customer group

# Clustering Methods







# Hierarchical vs Non hierarchical methods

## Hierarchical clustering

- No decision about the number of clusters
- Problems when data contain a high level of error
- Can be very slow
- Initial decision are more influential (one-step only)

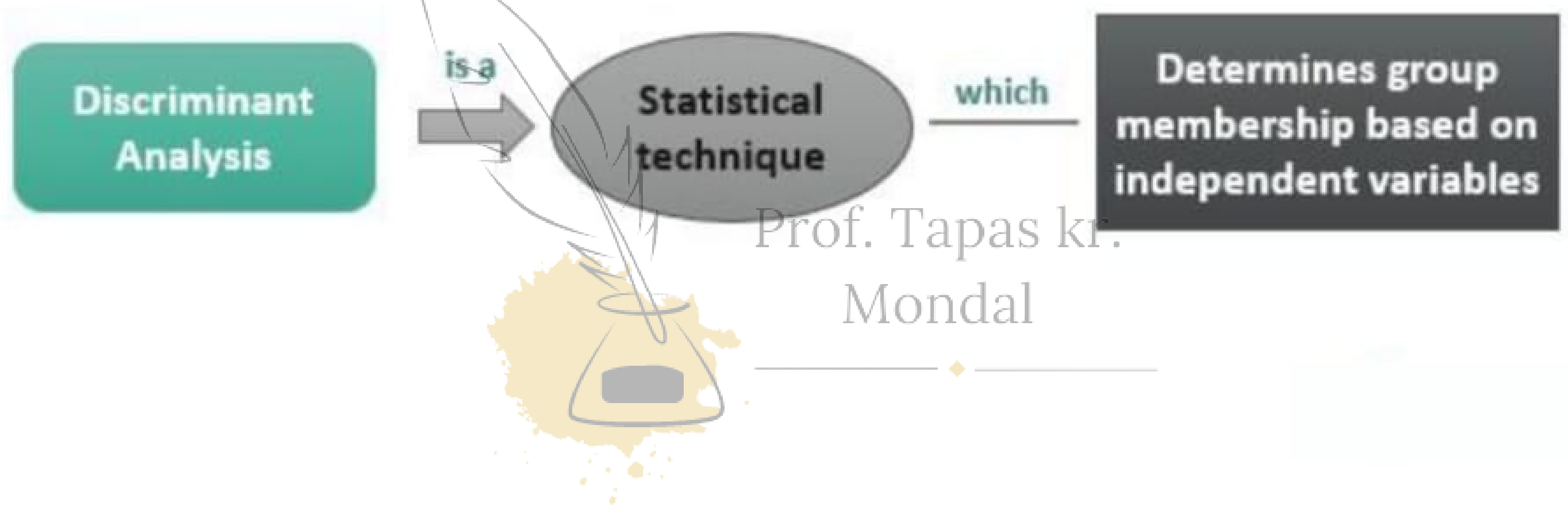
## Non hierarchical clustering

- Faster, more reliable
- Need to specify the number of clusters (arbitrary)
- Need to set the initial seeds (arbitrary)

# What Facebook Knows

The social network gathers all sorts of data from its users, such as age, friends and interests, but it also collects information outside its website.





**1. Form groups**

**2. Estimate discriminant function**

**3. Determine significance of function and variables**

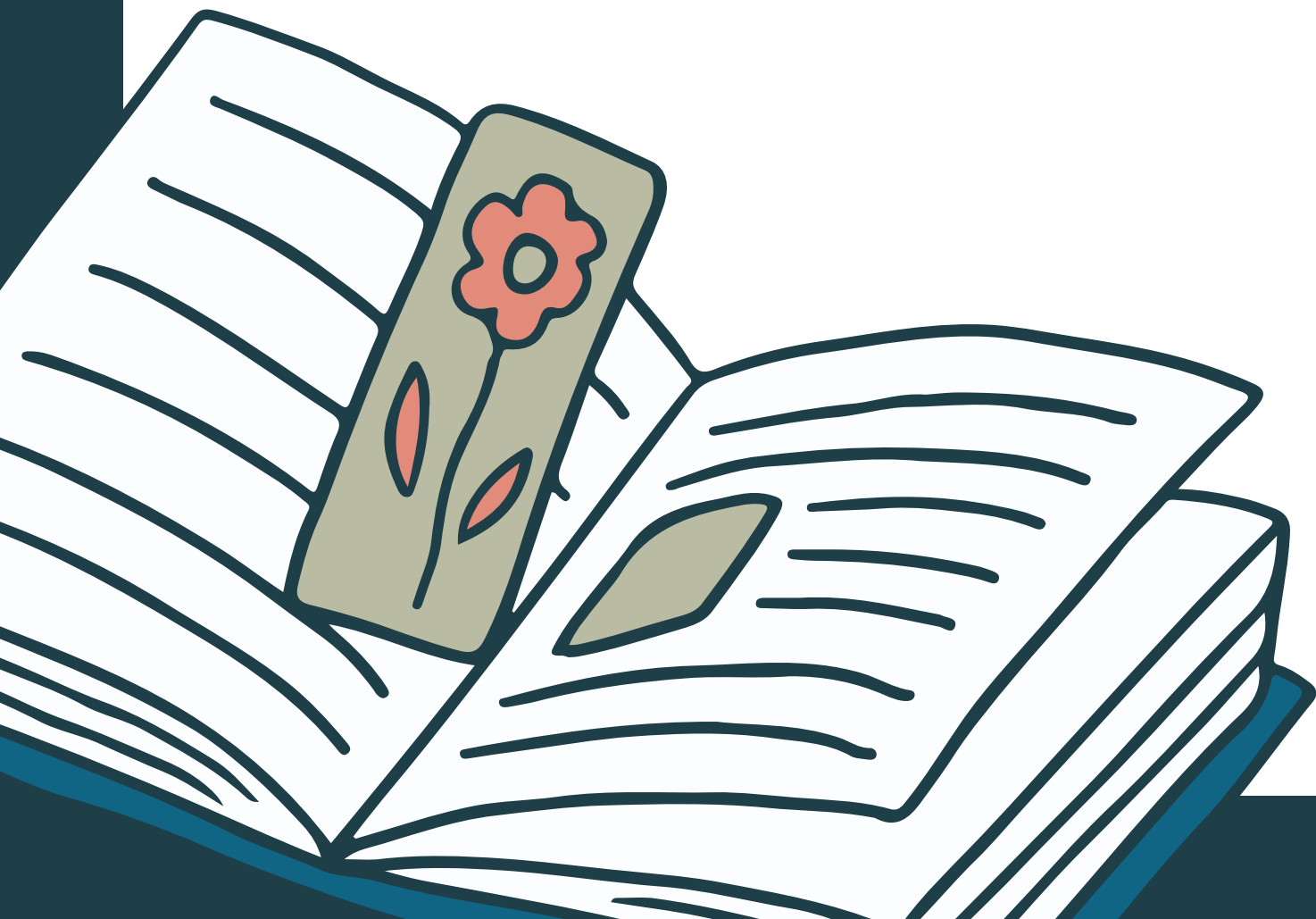
**4. Interpret the discriminant function**

**5. Perform classification and validation**

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# Thank You



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