

The Growing Role of Market Segmentation



Financial institutions have typically taken an “all things to all people” approach to marketing, but that type of strategy is rarely effective in today’s marketplace. Consumers are faced with numerous choices and they are looking for financial institutions that speak directly to their specific needs, values and preferences. Understanding and utilizing market segmentation can mean the difference between acquiring/retaining members and missing the mark entirely. This session discusses the process of market and member segmentation; explores the pros and cons of dividing your market into smaller segments; and explains how target marketing promotes efficient use of marketing resources – especially as market conditions change.

Speaker: Joseph Sullivan is a financial services industry consultant, professional speaker and a psychotherapist. He is founder and President of Market Insights, Inc., a Chicago-based market research and consulting firm. His firm specializes in demographic assessments, strategic planning, marketing and messaging, cultural transformation and motivation. Joe earned an MBA from Loyola University Chicago and an MA in Psychology from the Illinois School of Professional Psychology and is a Licensed Professional Counselor as well as a business/personal coach.

WHEN: September 9, 2010

TIME: 11:00 am – 12:00 pm EDT

Educational Investment: \$199 per telephone connection.

Unlimited Listeners and Free Audio Archive available for 21 days after the session.

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