Segmenting & List Building for Relevance

What segmentation materially changes our message?

Targeting for absolute relevance: you KNOW they deal with the issue you solve

- Example: Regulatory Compliance Software,
- If there is an absolute need in your industry, you can often get here with relatively "standard" segmenting:
    - Company size → Industry → Publicly Traded? → Titles → etc

Targeting that changes the "flavor" of the messaging

- Use cases are different
- Symptoms of problem look different
- Actual challenges are different
- Desired outcomes/priorities look different
- Case studies/client results that look like them

- Examples:
    - Travel/Spend Management Software:
        - Finance Buyer Vs Travel Manager Buyer

    - Example: Data Visualization Software - going to layer several combos
        - Size: Enterprise Engineering Use Case vs. Marketing Agency Use Case

Targeting that increases the qualification of the list

- Type of software or technology they use (Builtwith is the OG tool for finding this) –
    - Critical if your solution is only relevant to companies who use XYZ
    - Also helpful for qualifying sophistication of functional area (ie: we know if they use Hubspot for their website, they're more likely to be XYZ)

- Open roles relating to your solution (Clay or ExactBuyer can help find this)
    - Maybe your solution helps them do more with the team they already have
    - Might help qualify sophistication necessary for your solution to be relevant

- Other actions they're taking
    - Examples:
        - Running Facebook or LinkedIn Ads
        - Mergers & Acquisitions
        - Funding Rounds ← this one is overused and misused
        - Return-to-Office (or not)
        - Selling products via Amazon AND Shopify

    ** Sometimes you'll be able to find a tool or data provider that can give you exactly what you need, sometimes you'll need to hire a VA to pull data together – or who knows how to use a combination of tools to get what you need.

Layer to reach highest relevance.

The key: this segmentation has to be relevant to your solution

- How you help
- Qualification of prospect
- Honing relevance around problems/priorities/solutions

Targeting like this allows you to write the most relevant messaging "at scale" –

- Helps protect your deliverability (both in relevance and in message differentiation)
- Reduces the absolute need for personalization or customization
- Let's relevant personalization & customization shine as "icing on the cake"