

How to apply behavioral segmentation for increased engagement

Behavioral segmentation is a powerful way to understand why your customer chooses to buy your product or service. This added layer of insight complements your geographic and demographic segmentation, helping you discover new ways to hyper-target your customers with your marketing efforts.

Below are strategies you can use to apply behavioral segmentation to your business for improved growth:

Choose which interactions and metrics to track

You first need to choose which engagement metrics are important for your brand and product. This could include what a customer searches for when they discover your product and how they interact with your marketing messages (for instance, tracking web visitor frequency and which pages they click on most).

Identify key segments based on observed behaviors

The most active, loyal, and clearly defined segments will often return the most value. However, you may also discover neglected segments that you can prioritize to become new customers.

Make strategic changes based on deep insights

As you uncover key insights, you can tailor your strategies (like your email strategy) to each segment and target your customer's needs, desires and habits. Over time, you should be able to develop a 360-degree persona for each customer segment as they continue to interact with your brand.

Track engagement and continue to optimize

Using marketing and sales CRM tools, you can track how each customer is progressing through the customer journey. Once they make a purchase, you can continue to nurture them to increase customer satisfaction and retention and, eventually, encourage them to become advocates for your brand.