

Micro Segment Creation Guidelines

How do you select the micro-segments that will help your event attendance thrive?

Here are a few guidelines that will make your micro-segmentation tactics have a greater attendance impact!

#1 Discover viable micro segments from an attendee profile analysis

The best methods to discover viable micro segments is to do an attendee profile analysis over the last three to five events and dial in to attendance behavior metrics (first timer, one timer, loyalists etc.) and also study various demographics or demographic combinations (senior management within certain business types etc.).

#2 Identify logical segments

Identify logical segments where a relevant, compelling messaging campaign might be constructed. An example would be first time attendees from the last event with a message like: “Thanks for attending in 2019 and here is why you cannot afford to miss the 2020 event! You might develop a 3 touch e-mail campaign that thanks them for their first time attendance and brings out the 3 most important reasons to be at your 2020 event. The objective is to turn these first time attendees into repeat attendees and eventually loyalists to your show. This is just one example. You will find many more.

#3 Determine statistical viability

Does the desired segment have enough quantity to be a statistically valid segment? You may have a great messaging idea for favorite micro-segment, but if you only have 52 contacts and your average conversion rate is 5%—getting 3 attendees from this group is a no impact endeavor. Once you have your 3 to 5 year attendee data set developed, you will need to run counts with expected conversion rates and determine if the impact factor makes a selected micro-segment viable.

#4 Qualitative Impact

Impact is not always just quantity. It can be a qualitative select group of attendees that your exhibitors would desire to have at their booths. So depending on the size of your event, perhaps even a few hundred attendees with desired demographics may be deemed as an impact micro segment.

#5 Keep a short list

Manage the number of micro segment campaigns so you can stay on top of their performance.

#6 Isolate for validity

Isolate these micro segments from other general campaigns. Once you get past the “Registration is Open” campaign, do not include these groups in other campaigns. Otherwise it will be tough to track results.

#7 Where to start

Here are some micro segment examples that we see and may be a good start for you

- First Timers from Last Event
- First Times from 2 years ago that did not return to the last event
- Loyalists (attended 3 of the last 5 events and were at the show within the last two events)
- Super loyalists (have attended the last 5 events)
- One time attendees
- Various demographics or combinations perhaps coupled with attendance behaviors listed above. These might include title level, business type, employee size, or buying decision maker.

One More Thing...

As I mentioned in my last e-mail, we are here for you. During this pandemic, **I am offering up to 4 Hours of FREE Consultation time** should you need advice, want to discuss data analytics or moving your organization forward during and after these challenging times.

You can reach me at my home office (303) 747-2603 or e-mail me at stevej@directhitmarketing.com.

Direct Hit Marketing

Direct Hit Marketing (DHM) based in Lafayette, CO has been providing data analytics to the trade show industry for 28 years with its Data Alignment, Event Performance and Attendee Profiling, and Direct Marketing Multi-Channel 360 Analysis services. Direct Hit will be introducing its new Event Track Online Marketing Dashboard and Data HQ in 2020.

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