

Segmentation SWOT Analysis Cheat Sheet

Name:

Company:

SWOT Analysis is commonly used to evaluate internal and external threats and opportunities for a business, but can be a really useful tool to help identify the same in specific areas of your email marketing strategy; in this case your segmentation.

By analysing the Strengths, Weaknesses, Opportunities and Threats facing your segmentation strategy, you can start to identify areas that can be filled with new segments for your business, as well as being aware of any potential negative effects of these (weaknesses). It will also give you an analysis of where you are now and what you're doing well in order to replicate this success in other areas.

See an example of a SWOT Analysis on the next page.

Example:

Strengths	Weaknesses
<p>What are the current strengths of your segmentation strategy?</p> <p>Does it...</p> <ul style="list-style-type: none">• Make it easy to define and create segments• Target most of the higher propensity prospects + customers• Allow a complex view of different purchaser types allowing in depth targeting of offers• Clearly separate different persona types so that each can be communicated with, with language, offers and imagery most relevant to them	<p>What are the current weaknesses of your segmentation strategy?</p> <p>Does it...</p> <ul style="list-style-type: none">• Create too broad a view• Not consider customer loyalty & frequency over time, beyond the last interaction / sale• Offer no separation between purchase behaviour and email behaviour• Not take into account different types of purchases (such as different products etc.)• Not take into account attributes such as demographics, transaction frequency, customer value or channel interaction.
Opportunities	Threats
<p>What are the current opportunities to expand your segmentation strategy?</p> <p>Could you...</p> <ul style="list-style-type: none">• Break down the lapsed prospects and customers more granularly• Include email behaviour in segmentation• Segment based on 'last-seen' in any channel date, rather than just purchase and email engagement• Increase segmentation based different types of purchases (such as product type etc.)• Implement additional segments around purchase frequency and value to better target customers with offers and information.	<p>What are the current threats to your segmentation strategy?</p> <p>Are you held back by...</p> <ul style="list-style-type: none">• Lack of senior level buy in• Incorrect or missing data• Data in silos around the business / not accessible• Lack of technology to support a more sophisticated strategy <p>Or...</p> <ul style="list-style-type: none">• Competitors with a more sophisticated strategy allowing them to better target and personalise their campaigns

Complete your own segmentation SWOT Analysis:

Strengths	Weaknesses
Opportunities	Threats

