How to Expand the Customer Base

"People hire a personal fitness trainer when they need an experienced expert to help them execute a regular exercise program. Likewise, people engage me to help them execute their brand strategies. I work with my clients to assess their need and create a customized action agenda (the "training plan") -- and then I develop and apply tools, frameworks, and principles (the "exercises") that move us toward the goal. Like a personal trainer, I am focused on results – significant, tangible, sustainable results. After all, your brand is like your body – it's the greatest instrument you have – but you've got to use it and keep it strong." -- Denise

Client: Designer Whey

America's #1 selling protein powder

Goal: Capture sales from growing customer segments

Assessment

Assessment: We need to identify the ripest customer segments; then **re-position** the brand and develop a **new marketing approach** to reach them

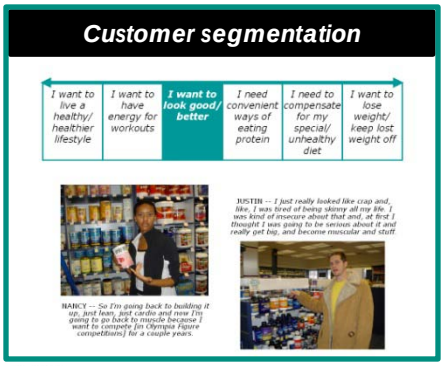
Program & Plan

Training Program: Consumer Research; Brand Marketing

Training Plan:

- ***Conduct*** ethnographic and qualitative research to dissect consumer purchase/usage patterns
- ***Develop*** a motivation-based segmentation framework and identify the segments with the strongest potential for the brand
- ***Craft*** a lifestyle brand platform which broadens the brand relevance and appeal
- ***Create*** a visual brand concept board to spark creative development
- ***Analyze*** syndicated sales data (A.C. Nielsen) to dissect shopping patterns and evaluate channel, pricing, and promotion opportunities
- ***Outline*** a strategic marketing plan

Customer segmentation



Visual brand concept

Result

Result:

New sales *from new segments*

denise lee yohn
brand as business™
consulting partner

917 446 9325 **mail@deniseleeyohn.com** **www.deniseleeyohn.com**

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