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Essentials of Marketing

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Assignment 4

One of the segmentations I would choose due to its useful nature to segment B2B customers applied in the technology industry is the Industry Type. Segmenting customers based on their industry can help tailor products and services to meet specific sector needs, each industry has distinct needs and challenges that they want to address. A great example of this is that some healthcare organizations may need software solutions that help them manage their patient’s private health information, while manufacturing companies may require solutions for their supply chain issues.

The next one is Company Size, segmenting customers by the size of their company allows businesses to customize their offerings based on the resources, budgets, and priorities of different-sized organizations. An example of this would be when small businesses might have different types of priorities than mid-sized enterprises and large corporations, for small business owners, it is important to have cost-effectiveness results. In the case of large companies, they seek qualities like scalability, security, and even customization options.

For my last segmentation dimension, I chose Usage Patterns. When you understand how customers use products or services, as well as their purchase behavior, this information can help tailor marketing strategies and product offerings for each company at a personal level. Some examples are social media apps that require their frequency of use, feature development, and engaging strategies for their users to keep using their apps, while other businesses might be looking for some more basic or specific data like targeted features or personalized support for their customers.