

Understanding your customers

Grouping customers based on their characteristics and potential contribution can guide your strategy.

For each of the segments below, consider who they are for you and what goals you think are achievable with these segments in a defined time frame, and leverage your brand to ignite or deepen the relationship (where to speak to them and what to say).



	SEGMENT	CHARACTERISTICS	GOALS	OUTREACH PLAN
EXISTING CUSTOMERS	The best customer May not come in the most often, but when they do, they spend a lot			
	The sustaining customer May not spend a lot, but they shop frequently and are loyal to you			
POTENTIAL CUSTOMERS	The look-alike customer Looks like your current customer but shops elsewhere for products you carry			
	The aspirational customer A customer you'd like to have, maybe because they're influential, maybe because they represent what you'd like your product to be			