



Segmenting your audience toolkit

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Introduction

Don't be scared by the word segmentation, chances are you have a better idea of it than you might think. At its core, **segmentation is personalisation**, you use the data you have to improve your relationship with your audience. If you have a friend who's vegetarian, you know not to bring them to dinner at a place that only serves steak, you'll bring them to the spot around the corner that has great veggie options. It's the same with audience segmentation, if you know your customer loves classical music, ballet or opera, it is possible they won't be as interested in your more contemporary productions. Everyone has their preferences, so you want to do your best to make audiences feel like you understand them. Each audience member has a distinct relationship with you and will have taken a specific path to get there.

This toolkit will help to guide you through the process of introducing segmentation in your organisation. It doesn't matter what amount of data you currently collect, the process stays the same.

1. Why is segmentation important?
2. What type of data can you use for your segmentation?
3. Which segmentation is best for your organisation?
4. Step-by-step checklist

If you'd like to talk to us about your audiences, we're always available for a chat. [Book one of our free Audience Appointments](#). We're looking forward to meeting you!

Step 1: Why is segmentation important?

Before we start giving you the tools that will guide your audience segmentation, there's a few points we want to emphasise:

- Your audience is never 'everyone'. Everybody is different and let's be honest, it would be incredibly difficult to target everyone. That's way too many people to cater for and nobody has the time, or the capacity, to do that.
- Within your audience base, you will have lots of different types of people who engage for different reasons and have different expectations. Treating them all in the same way will not be successful and could damage some relationships.
- The more you know about your audience, the more you will be able to persuade to attend or participate.
- People expect individual treatment and to feel valued by organisations – so when you show them you know about them, they'll be delighted.

Step 2: What type of data can you use for your segmentation?

There are a few different ways in which you can group people in your audience, these include:



Behavioural



Demographic



Geographical



Attitudinal

Let's have a closer look at what each of them mean, what they're good for and where to find them:

Demographic

This segmentation type divides your audience based on its varying demographics such as Gender, Age, Ethnicity, Family and Social Grade. This is probably the simplest type of data to gather to build your segments, especially if you don't have a ticketing system.

What is it good for?

Demographic data can help you to identify who is engaging and who isn't.

Where can you find it?

- Observational research
- Social media/web analytics
- Audience surveys
- Mailing list analytics
- Box office system

While this is a useful approach to start thinking of the diversity of your audience, it doesn't consider **the behaviours or attitudes** of the audience member. It is a great place to start but you want to dig a bit deeper to really understand your audience.

Behavioural

Behavioural data is about how people engage with your organisation. It can include:

- Frequency of attendance
- Who they visit with
- Type of activity or content used
- Level of purchase
- Communication preferences

What is it good for?

It gives you an understanding of what your particular audience strategy might be.

Where can you find it?

- Box office or ticketing system
- Social media and web analytics

Geographical

Geographical data is about the place where people live or the place where they work. It could be postcode information, or cities/countries you can find on social media and web analytics.

What is it good for?

Geographic data is good for figuring out where your visitors are coming from. It will inform your marketing plan or strategy. If used with a profiling software, you'll be able to understand what type of people live in your catchment area.

Where can you find it?

- Audience surveys
- Box office system or audience database
- Profiling software (e.g. Mosaic)
- Social media and web analytics

Attitudinal

Attitudinal segmentation can also be called lifestyle or cultural segmentation. Although it sometimes overlaps with motivational segmentation, this one goes deeper into what audiences actually think. It could be about their personal interests, lifestyle, values or attitudes towards arts and culture.

What is it good for?

It is good to get an insight into why people engage and what they think.

Where can you find it?

It's the type of data that can't really be collected with fancy softwares or analytics:

- You will have to talk to people directly via focus groups or casual conversations
- Ask open ended questions in your survey



If you need some support with social media or web analytics, we have some free toolkits you can download from our website:

- [Google Analytics toolkit](#)
- [Facebook insights toolkit](#)
- [Twitter analytics toolkit](#)
- [Instagram insights toolkit](#)

If you're using Mailchimp for your e-newsletter, check out their [Getting Started with Your Audience](#) and [Mailchimp segmentation options](#).

If you're a [Ticketsolve](#) or [Spektrix](#) user, you can avail of their respective support team to make your job a bit easier. They offer total onboarding training for new organisations and their support team is available 24/7.

Finally, if you're interested in running a survey or focus groups with your audience, we can help! [Book one of our free audience appointments](#) to chat with us about your plans.

Step 3: Which segmentation is best for your organisation?







Of course, this will depend on your organisation and on the audience data you are able to gather. Keep in mind that a segment doesn't necessarily have to be based on one single type of data, it could be a mix of a few. You also don't have to segment everyone; you can just focus on what is relevant to you. Finally, you can have more than one segment – but not more than 5. Be realistic with what you can do! Large organisations may have more complex segments due to their size and offer. A general rule of thumb is that your segmentation should be proportional to your size and capacity.

Successful segmentation is:

- **Relevant** – it is identified by things that your organisation wants to focus on.
- **Manageable** – with characteristics which are measurably distinctive from other segments.
- **Sizeable** – it is large enough to be worth the effort of targeting them.
- **Locatable** – once identified, you have a way to communicate with them directly.

You will also have to consider your audience's journey and relationship with your organisation. Are they first-timer? Regular visitors? Members? Donors? The stage of their relationship with you will shape your strategy as well as how you segment them. Creating audience personas will help you to bring your audience to life and put yourself into their shoes: are there any similarities you see amongst them that could help you segment them?

We created a table on the next page to show you various approaches to segmentation, with stages of the audience journey at the top, followed by examples of data you will have to collect for each stage. To map your own audience data to create your different segments, we recommend creating an audience persona for each segment. [You can download a free audience persona template on our website.](#)

	 <p>The type of data you can collect</p>	 <p>Our tips</p>
 <p>New audience</p>	<p>For this one, it's up to you to decide! Who is this new audience you want to target? What type of segmentation are you interested in? Once you have the answers to these questions, do some general desk research to find out more about these new faces you want to see through your doors.</p>	<p>Check out:</p> <ul style="list-style-type: none"> • Ofcom reports to find out about different age groups' communications habits and preferences. • Some existing segmentation like Audience Spectrum or Culture Segments.
 <p>First-timer</p>	<ul style="list-style-type: none"> • Look at your ticketing system: What part of your programme did they book? How many tickets did they buy? What day of the week did they book for? Did they sign up for your newsletter? And of course, the obvious demographic and geographical questions: age, gender, where they live. • Look at your analytics: Which marketing channel did they come from? 	<ul style="list-style-type: none"> • Talk with your Front of House staff: Did they chat to anybody who said it was their first time? If so, what did they learn from them? If you're a non-ticketed organisation, this will be gold! • Your Box Office staff may have other anecdotes and details to share.
 <p>Returning visitor</p>	<p>The data you can collect about your returning visitors is not too different from the previous step's. However, here, you will be able to optimise your segment(s) and notice patterns within your audience base. This is also when you may want to dig deeper into their attitudes: Why do they keep coming back? What is it about you that they enjoy?</p>	<p>Post-visit surveys are great but have you ever considered running focus groups with your loyal audiences? By talking to them face to face (or online), you can give them an opportunity to expand on why they feel or act a certain way, and it can introduce new topic areas you did not previously consider.</p>
 <p>Member or regular donor</p>	<p>This last step of the loyalty journey is all about your audience's attitudes towards arts and culture, their motivations and their values.</p>	<p>Create a profile (or an audience persona) for your biggest fans. It will be easier to map all the data you have into one page, to bring your audience to life and eventually target other people with the same profile.</p>

Step 4: Step-by-step checklist

Before you start...

- Gather everything you already know about your audience. Look at your online analytics, box office systems, previous surveys or any audience research you may have done in the past.
- Secondary research is also valuable. General information around demographics and behaviours for the area where your venue or event is located will be incredibly useful, especially when trying to reach new audiences.

Segmentation time!

- Create different audience personas with the data you already have. It will be easier to picture potential segmentation types once all your data is organised in front of you.
- Decide which segmentation is best for your organisation: demographic, geographic, behavioural or attitudinal.
- Create your segment(s) – remember, not too many if you're a small organisation!
- Create a strategy for each of your segments: what sections of your programme are for them, how you will communicate with them, how you will evaluate your relationship with them and whether this segment is the right one for them.
- Remember that research should be ongoing throughout your segmentation process. Allocate time for this into your overall plans so it's easier to evaluate your segments in the long run.

Evaluate your segments

- Check your different segments regularly to make sure they are still relevant. People change, and that's ok. But this means you will need to update your segments over time.