



Best Practice in Marketing Management Focus Group «Segmentation & Value Propositions»

“The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.”

Peter F. Drucker

Increasing convergence of products and technologies make it increasingly difficult for brands to differentiate from their competitors. On the other hand, nowadays segmenting both markets and customers and targeting the right customers should be easier than ever before, due to the vast amount of data available, especially from online channels. The question here is how to make sense of the data and use it in a purposeful way to create customized offers.

In a first step, it is important to define a differentiating value proposition. Secondly, brands have to understand who the customers are and how to cluster homogenous customer groups based on the customers' needs, behavior, and preferences and finally target these customers at the relevant channels and touch points.

In this management focus group, we will deal with how to create value for customers from “customer inside” to “reason why” to proof, look at best practices of how to define value propositions, investigate different approaches of customer segmentation and targeting and how to analyze buying centers (especially in B2B).



Your Benefits as a Participant

- Enjoy two consecutive two day workshops in attractive locations in Switzerland (excl. board and lodging) with experienced moderators and guest speakers,
- Exchange experiences with managers from a vast array of industries,
- Suggest preferences regarding guest speakers and content,
- Work on solutions for your own current challenges in the related topic of this workshop series by reflecting and discussing ideas with other managers.



Miele

Dräger

hansgrohe



SwissLife



Participation and Additional Information

- Target group: marketing managers, particularly marketing communication managers, product managers, key account managers, or brand managers
- Date: June 4th/5th 2018 ([Seehotel Hermitage](#), Lucerne) and August 28th/29th 2018 ([WBZ Holzweid](#), St.Gallen)
- Language: English
- For additional information on this management focus group, please do not hesitate to contact Katja Söllner (katja.soellner@unisg.ch; +41(0)71 224 28 73).
- If you are interested in participating in this management focus group, please contact the coordinator within your company.