Market Segmentation Strategy
Emerging Biotechnology Company

Covalence Solutions LLC

Market Segmentation and Channel Optimization

Case Study

Situation

The client needed to prioritize their marketing investment portfolio based upon stages of pre and post product approval. The client needed a basis for understanding the influence of different customer segments on approving, adopting, and recommending their products based upon the stage of product development and market penetration.

Project Objective

- Define product specific customer segments, the channels that are most effective in reaching them, and how information is disseminated within these respective channels
- Identify what are the most influential pathways into these channels so that marketing investments can yield the highest returns
- Develop an understanding of the value of pre-product launch marketing in the rate of product adoption post product approval
- Create a basis for differential investment in channels for each product at each stage of the product's lifecycle
- Develop a geographic differential investment strategy based upon potential market opportunity

What We Did

- Gathered and reviewed secondary market research to develop market leverage by channel, customer segment, and geographic region
- Developed and populated a market opportunity framework to set differential investment priorities
- Developed product lifecycle marketing investment priorities

Results

- Client requested that all results of the project be held in confidence