The Potential Benefits of Applying Market Segmentation Strategies to Commercial and Industrial (C&I) Programs

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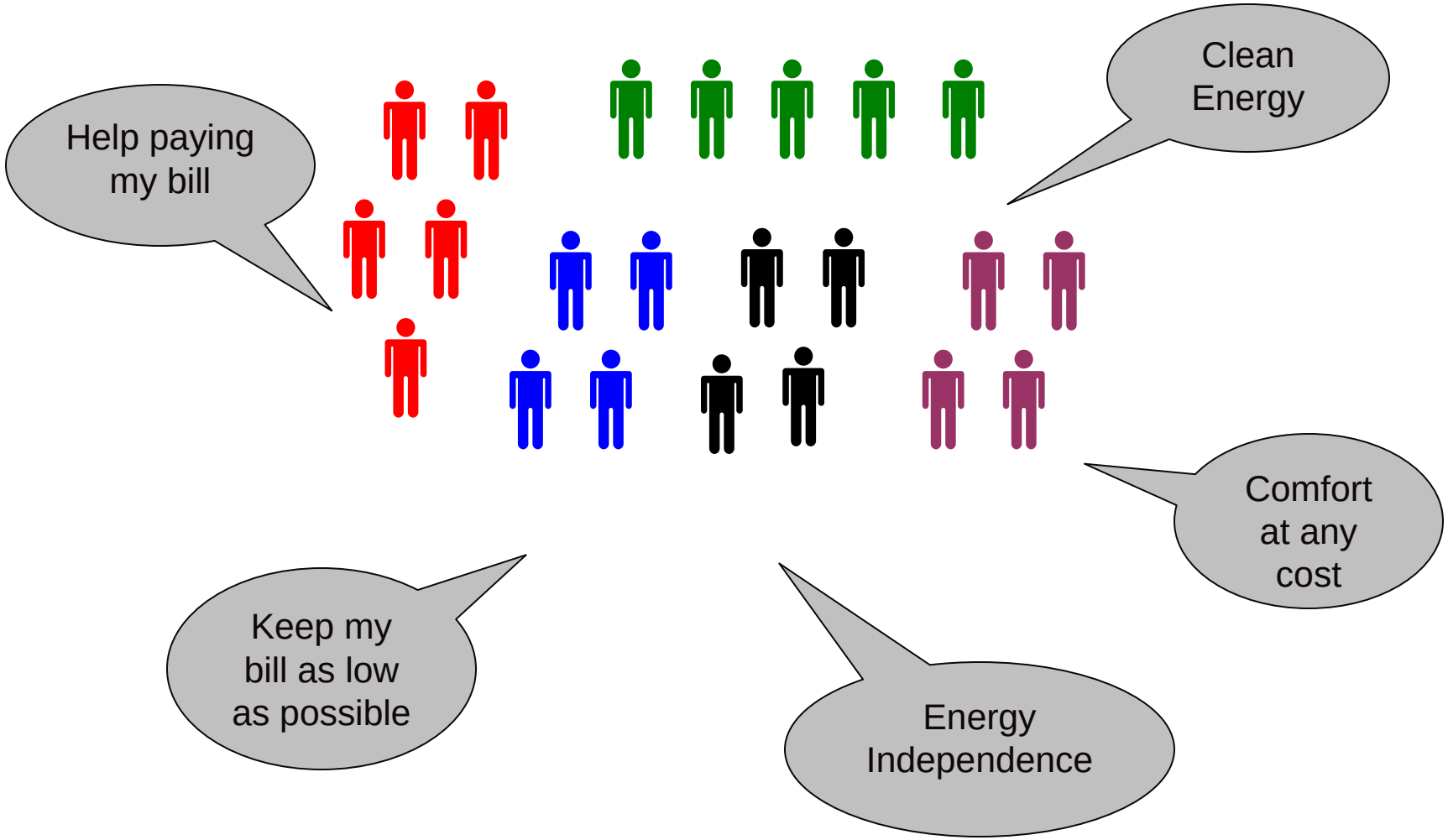
Different needs

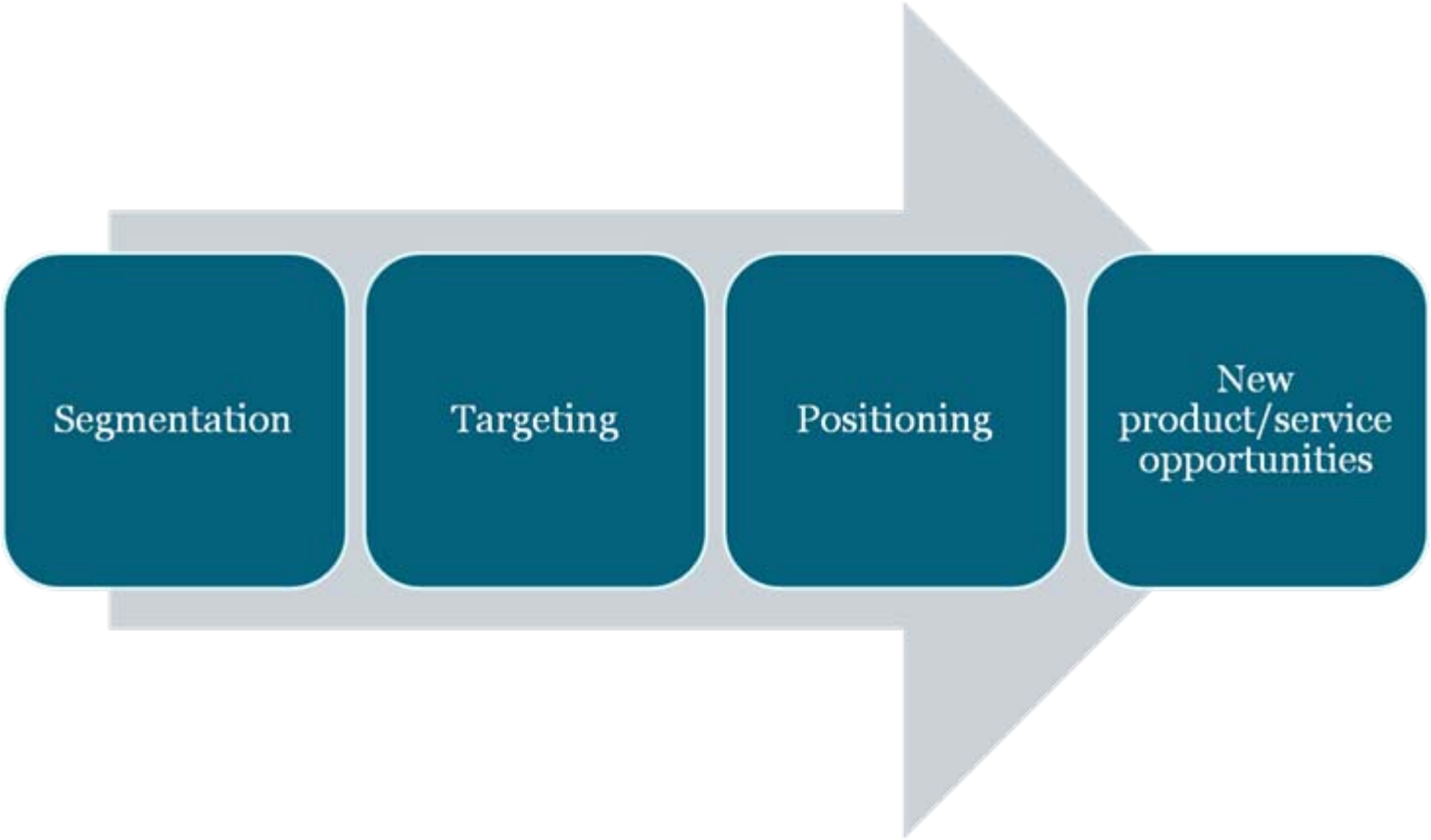


Definition

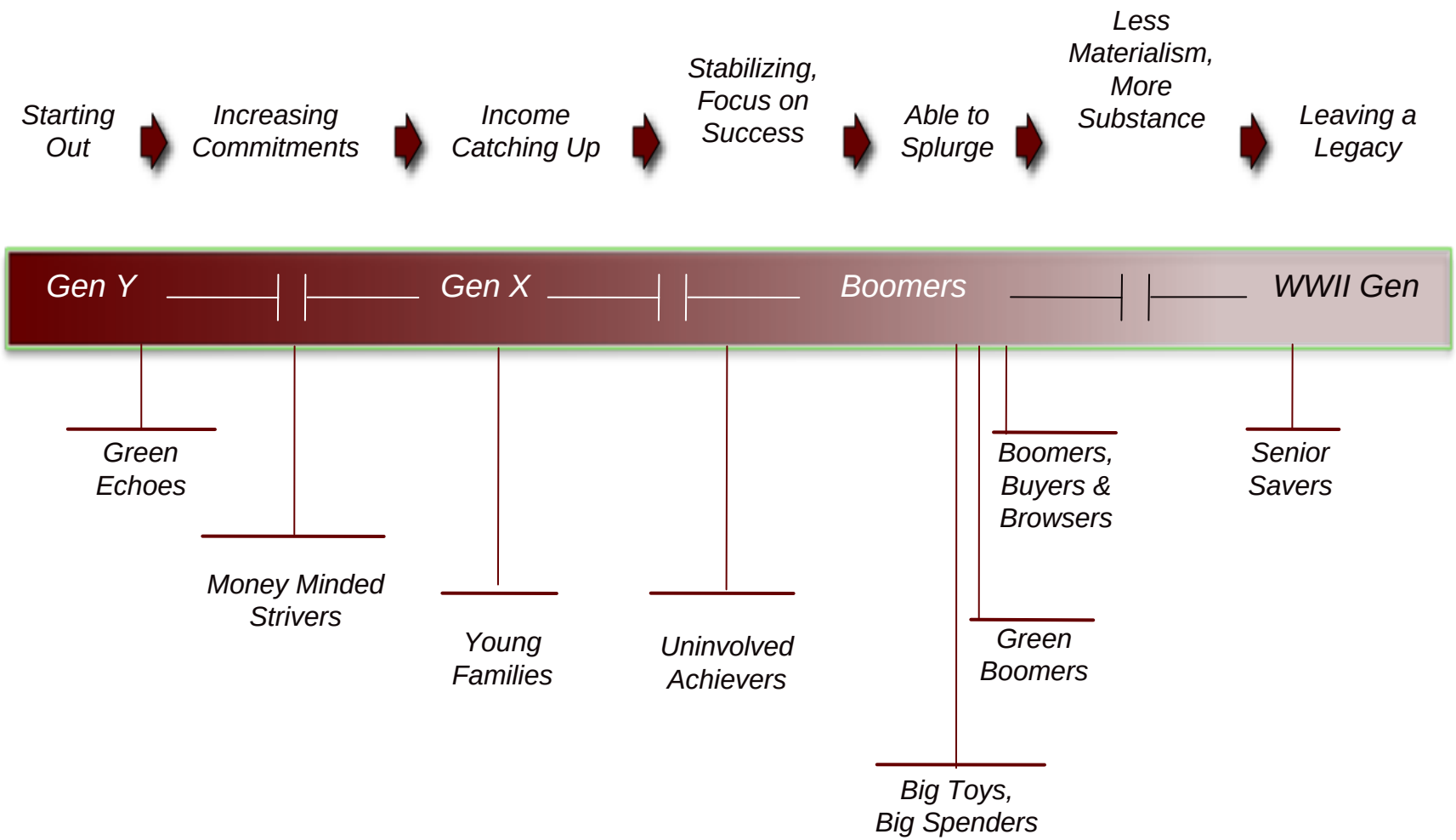
"Market segments consist of groups of people or organizations that are similar in terms of how they respond to a particular marketing mix or in other ways that are meaningful for marketing planning purposes."

-James Myers, Segmentation and Positioning for Strategic Marketing Decisions, 1996

Strategic market planning



Residential Segments



What Are the Benefits of Applying Market Segmentation Research to Commercial and Industrial (C&I) Programs?

Objectives

- Understand how market segmentation is being deployed to serve C&I program objectives
- Highlight the benefits and challenges of utilizing market segmentation research
- Identify key considerations that impact market research needs and program design

CEE Member Panel

- Tom Hovde, Senior Executive Account Manager, Snohomish Public Utility District
- Campbell Hawkins, Manager of Business Portfolio Programs, Southern California Edison

Panel Questions

- What objectives and outcomes are you trying to achieve through market segmentation?
- What is your market segmentation approach?
- What were the major considerations that helped inform this approach?
- What results are you seeing?
- What is the minimal level of market segment research required, what is the ideal level?