

SCALING YOUR SEGMENTS

Worksheets, updates
and comments
available online:

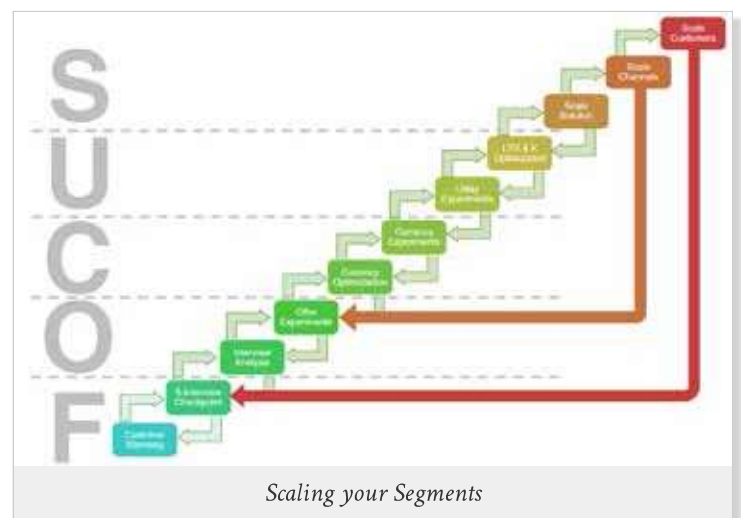


Problems it Solves

At this point you know how to scale your solution, how to scale your channels, and now it's time to expand your reach to a new customer segment.

In this exercise you'll learn:

- When should you target your second customer segment?
- In what order should you continue this process? What segment do you go after next, and next?



Scaling your Segments

You've just finished learning how to scale your channels. You automated part of your solution, and when the return is advantageous, you'll switch your focus and expand into different channels. You will continue this process, over and over until you have a fully baked solution and you are optimizing all of the channels for your primary customer segment.

Once you've exhausted all of the reasonable channels for your customer segment, then - and only then - it is time to move on to the next segment.