

Divide and Conquer: Target Your Customers Through Market Segmentation

By Harry Webber

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"Creativity in marketing communications is one of the most potent ways for companies to increase their productivity. This book contains case after case, which demonstrates the leveraging power of innovative thinking in advertising today." -Joseph E. DeDeo Chairman of Latin America,Young & Rubicam, Inc.

The days of expensive network television rollouts of new advertising campaigns are over. Targeted, niche-driven selective marketing is less expensive, more profitable, and far more sensible in today's thriving culture of special-interest media.

Here's your chance to learn all about this revolutionary new marketing strategy.

Written by the advertising genius behind some of the most unforgettable campaigns of the past 30 years, Divide and Conquer teaches you what you need to know to conduct your own successful selective-marketing campaigns. Fifteen fascinating and instructive case studies demonstrate how to identify your markets precisely, get to know them inside and out, fashion a message that they'll hear and respond to, and find the perfect media mix to deliver your message.

No matter what size company you work for, in Divide and Conquer you'll learn valuable lessons about how to find your customers, reach out to them, and forge profitable, long-term relationships with them.

With the advent of cable TV, the Web, and other new platforms, media have become as diverse as the increasingly fragmented markets they serve -dangerous terrain for one-size-fits-all advertising. In the 1980s, a handful of visionaries began developing an alternative designed to take advantage of today's thriving culture of special-interest media. It's called selective marketing, and unlike mass-market advertising, it doesn't tell people what they want, it asks them. Selective marketing uses sophisticated intelligence-gathering techniques to pinpoint niche markets and learn all about them. It plies everything from print, TV, and radio, to Web technology, fax response, and even performance art to capture specific markets and forge lasting relationships with them. And it helps clients find the best ways to satisfy or surpass customer expectations.

In Divide and Conquer, Harry Webber reveals the secrets behind this revolutionary new marketing strategy. The advertising genius behind such memorable campaigns as "I am stuck on Band-Aid," Webber clearly and concisely lays out basic selective-marketing principles and practices. With the help of 15 selective-marketing case studies, he demonstrates that any advertiser can use his proven techniques to identify markets, create the right message for a particular market, and develop the most effective media mix to deliver that message.

Fascinating and instructive success stories, the case studies provide a unique insider's look at selective marketing in action. You'll learn how selective marketing was used to restore the investment community's faith in Ford; win the alternative adult market for Dr Pepper; entice baby boomers to Kentucky Fried Chicken; and even forge an alliance between the Crips and Bloods street gangs for the Los Angeles city attorney's office. Each case study presents concise descriptions of the target market, marketing challenge, selective-marketing solution, and outcome, and concludes with a quick summary of important selective-marketing lessons learned. Throughout the book, sidebars spell out key selective-marketing principles embodied by the case at hand.

The first practical guide to the revolutionary marketing strategy that threatens to make mass marketing a thing of the past, Divide and Conquer is essential reading for marketing managers, entrepreneurs, and professionals working in small businesses, midsize companies, and large corporations.

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Editorial Review

From the Publisher
A practical guide to the revolutionary new marketing strategy that's got Madison Avenue shaking in its boots. The advertising genius behind such memorable campaigns as "A mind is a terrible thing to waste" and "I'm stuck on Band-Aid" has invented a powerful new marketing strategy called selective marketing. This bold new way of connecting products with customers starts by precisely identifying the audience that will be most receptive to a product and then reaching that audience through an unconventional media mix that can include everything from traditional print, TV, and radio to the Internet, live theater, or fax response.

From the Inside Flap
With the advent of cable TV, the Web, and other new platforms, media have become as diverse as the increasingly fragmented markets they serve-dangerous terrain for one-size-fits-all advertising. In the 1980s, a handful of visionaries began developing an alternative designed to take advantage of today's thriving culture of special-interest media. It's called selective marketing, and unlike mass-market advertising, it doesn't tell people what they want, it asks them. Selective marketing uses sophisticated intelligence-gathering techniques to pinpoint niche markets and learn all about them. It plies everything from print, TV, and radio, to Web technology, fax response, and even performance art to capture specific markets and forge lasting relationships with them. And it helps clients find the best ways to satisfy or surpass customer expectations. In Divide and Conquer, Harry Webber reveals the secrets behind this revolutionary new marketing strategy. The advertising genius behind such memorable campaigns as "I am stuck on Band-Aid," Webber clearly and concisely lays out basic selective-marketing principles and practices. With the help of 15 selective-marketing case studies, he demonstrates that any advertiser can use his proven techniques to identify markets, create the right message for a particular market, and develop the mast effective media mix to deliver that message. Fascinating and instructive success stories, the case studies provide a unique insider's look at selective marketing in action. You'll learn how selective marketing was used to restore the investment community's faith in Ford; win the alternative adult market for Dr Pepper; entice baby boomers to Kentucky Fried Chicken; and even forge an alliance between the Crips and Bloods street gangs for the Los Angeles city attorney's office. Each case study presents concise descriptions of the target market, marketing challenge, selective-marketing solution, and outcome, and concludes with a quick summary of important selective-marketing lessons learned. Throughout the book, sidebars spell out key selective-marketing principles embodied by the case at hand. The first practical guide to the revolutionary marketing strategy that threatens to make mass marketing a thing of the past, Divide and Conquer is essential reading for marketing managers, entrepreneurs, and professionals working in small businesses, midsize companies, and large corporations.

From the Back Cover
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Users Review

From reader reviews:

Steven Williams:

Have you spare time for a day? What do you do when you have more or little spare time? Yep, you can choose the suitable activity regarding spend your time. Any person spent their very own spare time to take a go walking, shopping, or went to often the Mall. How about open as well as read a book allowed Divide and Conquer: Target Your Customers Through Market Segmentation? Maybe it is to get best activity for you. You already know beside you can spend your time along with your favorite's book, you can wiser than before. Do you agree with their opinion or you have other opinion?

Bill Dildy:

This Divide and Conquer: Target Your Customers Through Market Segmentation is great e-book for you because the content that is certainly full of information for you who also always deal with world and have to make decision every minute. This book reveal it facts accurately using great coordinate word or we can declare no rambling sentences included. So if you are read this hurriedly you can have whole info in it. Doesn't mean it only offers you straight forward sentences but hard core information with wonderful delivering sentences. Having Divide and Conquer: Target Your Customers Through Market Segmentation in your hand like finding the world in your arm, info in it is not ridiculous 1. We can say that no reserve that offer you world throughout ten or fifteen second right but this guide already do that. So , this is good reading book. Heya Mr. and Mrs. stressful do you still doubt this?

Patrick Allen:

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Francis Gibbs:

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