



# Market Segmentation

- What is it? Market segmentation, sometimes called customer segmentation, is the dividing up of the the entire universe of potential customers (“the market”) into segments, or types, and the selection of those to which a product or service will be primarily targeted.
- What isn't it? Good market segmentation does not simply divide potential customers into demographic groups described by sex, race, age, wealth, education, profession, etc. and attempt to guess which ones are likely to buy the product or service. Instead, it attempts to group potential customers according to their values, needs, and predispositions, cutting across demographic groups to identify the most viable market segments for the product or service. Demographics play a role, but they are secondary to less tangible customer characteristics.
- Why is it important? There are infinite differences between individuals, but by grouping them according to important similarities, we can begin to tailor our services to their needs, be better at communicating with our customers, focus on the service benefits that are most important to them, and make better use of limited promotional resources.
- Don't all of our customers have the same need (too much vegetation) and value the same thing (getting rid of it)? On the surface, yes, but if we look deeper we can be more effective and more profitable. One customer segment's real need is control (having their property exactly how they want it), while another segment needs to enhance their reputation (being seen as someone who cares about the environment). We'll have more success if we can accurately identify which customer type we're talking to, and customize our communications to address their real needs.
- What are the market segments important to Goats On The Go®/Sheep On The Go® affiliates? Since our founding in 2012, we've identified six unique customer segments. In almost every case, it's been simple to define profitable customers according to one of these six types: **Conspicuous Conservationists**, **Practical Innovators**, **PR Hounds**, **Suburban Climbers**, **Earnest Ecologists**, or **Country Capitalists**.

# Conspicuous Conservationists

Committed to sustainability, and very committed to showing their commitment to sustainability

- Make spending on sustainability a priority regardless of wealth
- Want to be among the first to implement a new sustainable solution
- Prioritize problems with overtly sustainable solutions
- Unswerving (to a fault) in avoiding chemicals and fuel consumption
- May have lots of land that needs grazing, but may stop spending when attention and novelty wear off

**Problem:** “I express my identity as an environmentalist in everything else, why not with my vegetation problem?”

**Price sensitivity:** Low

**Wealth:** Wide-ranging

**Age:** Wide-ranging

**Location:** Urban, Suburban

**Political tendency:** Consistently liberal

**Acres in play:** Wide-ranging

**Land ethic:** “Watch me save the world!”

# Practical Innovators

Open-minded and forward-thinking, but practical, looking for the best solutions - new or old - to their problems

- Will look past the novelty to see the long-term potential of targeted grazing
- Will pay for innovative solutions, and keep paying, so long as they work (but will always be looking for less expensive or more efficient options)
- Typically individuals, but may also be businesses or organizations
- Not motivated by attention
- Sensitive to conservation benefits, but too practical not to use chemicals and machinery where they make sense
- May have a budding interest in conservation, native plants, ecology...but too practical for this to be the highest priority

**Problem:** “There has to be a better way to deal with this vegetation.”

**Price sensitivity:** Moderate

**Wealth:** Moderate to high

**Age:** 45 years and older

**Location:** Suburban, rural

**Political tendency:** Moderate, left-leaning

**Acres in play:** Moderate to large

**Land ethic:** “Sustainability is great, but it has to work and it has to have a reasonable price tag.”

# PR Hounds

“Does it work?” is less important than, “Is it good for my image?”

- Often businesses, organizations, or institutions rather than individuals
- Offer services/products that benefit from a positive environmental image, or serve communities/neighborhoods where sustainability is highly valued
- Success is measured by social media and physical traffic, attention - less-than-perfect vegetation control is okay
- May have lots of land that needs grazing, but may stop spending when attention and novelty wear off

**Problem:** “We have vegetation to deal with, and chemicals and machinery don’t generate good press.”

**Price sensitivity:** Low

**Wealth:** Moderate to high

**Age:** Wide-ranging

**Location:** Urban, Suburban

**Political tendency:** Wide-ranging

**Acres in play:** Moderate to large

**Land ethic:** “I hear this is good for the environment...and the public will eat this up!”

# Suburban Climbers

Professionals with busy families who own homes on large lots, and have more money than time

- Often own newish homes (sometimes their dream homes or vacation homes) on properties with desirable, but challenging, natural features
- Purchased home because of appeal of setting/location but can't enjoy all of it, didn't realize what a maintenance headache it would be
- Often don't understand "invasive species," only that the vegetation is a nuisance or threat
- Will go to great lengths to give their kids a fun experience (especially when they can justify it as enriching and educational)
- Generally opposed to chemicals, especially when children could be exposed
- Sometimes (but not always) like the attention that using goats brings

**Problem:** "We have a great property, but it comes with stressors we don't have time to deal with."

**Price sensitivity:** Low

**Wealth:** Moderate to high

**Age:** 35 - 55

**Location:** Suburban, rural

**Political tendency:** Moderate to conservative-leaning

**Acres in play:** Small

**Land ethic:** "I don't care what it is, I just want it gone - preferably without chemicals."

# Earnest Ecologists

Serious conservationists and conservation organizations that view themselves as land stewards, intent on controlling invasive species and promoting ecological balance and/or restoring “pre-settlement” conditions.

- View themselves as guardians of their land, and often “The Land”
- Sometimes think of themselves as shouldering a great burden, with inadequate resources and little help from an uncaring public
- Often have formal training in ecology, forestry, or natural resource management
- Likely to take a long-term view, and seek out systematic solutions that scale over time
- Often have access to wealthy benefactors and grants, even if official budget is small

**Problem:** “The landscape is not what it should be, and the battle is too big for our resources.”

**Price sensitivity:** Moderate to high

**Wealth:** Wide-ranging

**Age:** Wide-ranging, or not applicable

**Location:** Urban, suburban, or rural

**Political tendency:** Liberal-leaning

**Acres in play:** Large

**Land ethic:** “Natural systems are usually best, but it’s my job to fix what humans have screwed up.”

# Country Capitalists

Rural lifestyle or outdoors enthusiasts who have made their fortunes and for whom beautiful, wild, and rural land holdings are the luxury of choice.

- Typically interested in outdoor recreation and hobbies - hunting, fishing, hiking, wildlife watching, horses, hobby farming (e.g. show/registered livestock), etc.
- Use their property as an escape from demanding professional lives, even if they live there full-time
- Conservation interest may or may not extend past their own land
- May or may not care about public attention, but they do care about the approval of their guests
- Have more money than time, and aren't afraid to spend it to have their properties exactly as they want them
- Private island mentality

**Problem:** “This vegetation is getting in the way of my enjoyment.”

**Price sensitivity:** Low

**Wealth:** High

**Age:** 50+

**Location:** Rural

**Political tendency:** Wide-ranging

**Acres in play:** Moderate to large

**Land ethic:** “I worked hard to buy this place, and I'm going to have it the way I want it.”