From Clicks to Stays: Segmenting Markets for Enhanced Conversion Rates

Finger Lakes Tourism Alliance
December 6, 2007

Presented by:
Warren Brown, Ph.D. and Lynn Brown, MLS
DA&TA, LLC
Demographic Analysis and Training Associates
Target Marketing

- **Capture** – gather customer data
- **Analyze** – sort customers into segments
- **Target** – identify key segments
- **Act** – develop and deliver marketing plan
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Finger Lakes Tourism Alliance
The Official Regional Website  call 800-548-4386 or info@fingerlakes.org

Finger Lakes

Relax, enjoy, stay... we are splendid from any direction!

Things to Do:
- Vacation Packages
- Shopping for the Holidays in the Finger Lakes
- Onondaga County Park Events
- Great Lakes Seaway Trail
- Dickens' Christmas in Skaneateles
- Events & Festivals

DOWNLOAD Map of the Finger Lakes

Finger Lakes Geography - Cities, Towns, and the 14 Counties:
Monroe, Wayne, Chemung, Tioga, Schuyler, Steuben, Cortland, Cayuga, Yates, Ontario, Livingston, Onondaga, Seneca and

Places to Stay
- Accommodations
- Packages
- Real Estate - NEW!

Places to Eat
- Dining - NEW!
- Dinner Cruises
- Waterfront Dining

Things to Do
- Agriculture - NEW!
- Arts / Entertainment
- Attractions
- Events -
- Fishing / Hunting
- History / Museums
- Nature / Parks
- Recreation
- Shopping
- Wineries
Captured information -- FLTA database!

FLTA Information Request Form

Enrich the data with customer preferences!
Capturing Customer Information

- Web and Telephone Requests by Potential Visitors
- Intercept Interviews at Events
- Box Drawings at Peak Shopping Times
- Merchant Info on Customers
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FLTA Counties

Monroe
Wayne
Ontario
Seneca
Cayuga
Onondaga
Livingston
Tompkins
Cortland
Steuben
Yates
Schuyler
Chemung
Tioga

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FLTA Leads and Trade Areas by Geographic Distribution
FLTA Leads by State

- FLTA: 10%  
- PA: 20%  
- NY (- FLTA): 16%  
- NJ: 9%  
- OH: 9%  
- MD: 5%  
- FL: 4%  
- MI: 3%
Neighborhood Focus

Geographic Hierarchy

Counties

Tracts
2,500 – 8,000 residents

300,000 Block Groups in U.S.
800-1,200 residents
Geo-Demographic Segmentation

Socio-Economic Status

Household Status

Urban-Rural
Socio-Economic Status

Relative position in society based on both social and economic characteristics
Building a Neighborhood
SES Score

- Household Income
- Persons in Poverty
- Value of Housing
- Educational Attainment
- Occupational Composition
Household Status

Categories for classifying households with regard to stages of life cycle
Household Defining Events

- Leaving household of origin
- Formation by marriage or union
- Birth of first child
- Departure of the last child
- Dissolution of marriage/union
- Retirement of principal wage earner
- Death of a spouse/partner
Building a Neighborhood Household Status Score

Size of Households
Type of Households
Age Composition of:
  Householders
  Members of Households
Marital Status of Householders
Urban – Rural Dimension

- Major Metropolitan Central Cities
- Suburban Areas
- Second Cities
- Small Cities and Villages
- Open Country
Birds of a Feather Flock Together

Geo-demographic systems work because...

• People choose to live amongst their peers,

• In affordable neighborhoods that offer compatible lifestyles.

• Neighborhoods can be statistically grouped into “clusters”,

• Clusters are used to analyze and predict consumer behavior.

• Physical characteristics that define a neighborhood and attract residents to it, change very slowly over time.

Source: Claritas
FLTA Major Segments

- Affluent Families: 30%
- Upscale Households: 20%
- Up & Coming Singles: 10%
- Retirement Styles: 20%
- Young Mobile Adults: 5%
- City Dwellers: 5%
- Factory & Farm Communities: 20%
- Downtown Residents: 10%
Affluent Families (34%)
Factory & Farm Communities (21%)
Retirement Styles (16%)
Upscale Households (14%)
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Top Neighborhood Types

- 1F Semirural Lifestyles (10%)
- 7A Middle America (8%)
- 4C Prosperous Older Couples (6%)
- 1D Successful Suburbanites (6%)
- 1E Prosperous Baby Boomers (6%)
- 7F Rustbelt Neighborhoods (5%)
- 2A Urban Professional Couples (5%)
- 2E Older, Settled Married Couples (5%)
- 1C Upper Income Empty Nesters (5%)
- 4B Active Senior Singles (4%)
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Develop marketing plan to convert targeted leads to visitors
Your Marketing Plan
Attract Their Attention

Click on Website
Getting Closer…

- Click on Website
- Exchange Info
Bull’s Eye!

- Click on Website
- Exchange Info
- Overnight Stay

Overnight Stay
Attracting Visitors

Conversion

Promotion

Customer Information
Group Exercise

Logistics and handouts:

Part 1: Identify target segments
- Exercise overview and associated tasks
- Market segment narrative descriptions from ESRI (ACORN Segments)
- Time allotted: 10 minutes, then reconvene

Part 2: Generate a marketing plan for specific segments
- Each team is assigned one segment
- Create an outline of a marketing plan that will convert leads from this segment into overnight visitors
- Time allotted: 20 minutes, then reconvene
Workshop Wrap-Up

- Learned how to segment markets targeting selected segments with customized promotions
- Introduced options for gathering additional customer data and linking self-identified preferences, via survey data, into the FLTA customer database
- What other strategies might you as a group employ to improve your conversion rates?
Thank You!

Please fill out the evaluation form so that we may better “target” our presentations in the future.

Warren Brown &

Lynn Brown

DA&TA, LLC