London TDM

Marketing and Communication Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 17 May 2026 To 21 May 2026

Course Place: Royale Chullan Hotel

Course Fees: 6,000 USD

Introduction

Understanding customer segmentation and targeting is crucial for businesses looking to tailor their marketing efforts effectively. This 5-day professional course will delve into the intricacies of identifying distinct customer segments and crafting strategies that appeal specifically to those segments. Through theoretical insights and practical applications, participants will learn how to boost engagement and maximize their marketing ROI.

Objectives

- Understand the fundamentals of customer segmentation and targeting.
- Learn how to identify and analyze customer data for segmentation.
- Develop strategies to target different customer segments effectively.
- Apply tools and techniques to measure the success of segmentation strategies.
- Explore case studies to understand real-world applications of segmentation.

Course Outlines

Day 1: Introduction to Customer Segmentation

- Definition and importance of customer segmentation.
- Key concepts and types of segmentation.
- The role of segmentation in marketing strategy.
- Tools and technologies used in segmentation.
- Group discussion: Analyzing existing segmentation strategies.

Day 2: Data Collection and Analysis for Segmentation

- Identifying sources of customer data.
- Techniques for data collection and cleaning.
- Analyzing customer data to identify patterns.
- Segmentation models: Demographic, psychographic, behavioral, and more.
- Workshop: Practicing data analysis using case scenarios.

Day 3: Developing Targeting Strategies

- Understanding targeting principles and approaches.
- Aligning marketing strategies with customer segments.
- Customized messaging for target segments.
- Channel selection for effective segment targeting.
- Interactive session: Creating targeting strategies for selected segments.

Day 4: Implementing and Measuring Segmentation Strategies

- Methods for implementing segmentation in business operations.
- Integrating segmentation with CRM systems.
- KPIs and metrics for measuring segmentation success.
- Adjusting strategies based on performance data.
- Group activity: Measuring outcomes of a mock segmentation strategy.

Day 5: Case Studies and Future Trends in Segmentation

- Review of successful segmentation case studies.
- Lessons learned from industry leaders in segmentation.
- Emerging trends in customer segmentation and targeting.
- Impact of AI and machine learning on segmentation.
- Course review and group presentations on learnings and action plans.