



From Clicks to Stays: Segmenting Markets for Enhanced Conversion Rates

Finger Lakes Tourism Alliance
December 6, 2007

Presented by:
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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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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 - Cites, Towns, and the **14 Counties:**
[Monroe, Wayne, Chemung, Tioga, Schuyler, Steuben, Cortland,](#)
[Cayuga, Yates, Ontario, Livingston, Onondaga, Seneca and](#)

[Home](#)

[Visitor Services](#)

[Travel Guide - NEW!](#)

[DOWNLOADS](#)

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](#)

If you need the information sooner than that , please call and leave a message at 800-548-4386.

Mailing Address:

*Name:

*Address 1:

Address 2:

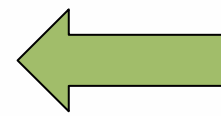
*City: *State/Province:

*Zip/Postal Code: *Country:

Phone Number:

*Email:

Captured information -- FLTA database!



Send free newsletter and promotional e-mails for attractions in the Finger Lakes Region.

* = Required data

FLTA Information Request Form

Please Fill Out The Following:

In order to better serve your needs, we would like to know a little bit about your visit to the Finger Lakes. Please take our brief survey so we will have a better understanding of what people are looking for when they vacation in the Finger Lakes.

When do you plan to visit the Finger Lakes?

Select a month:

How long will you be staying in the Finger Lakes?

Select an option:

What are your special interests?
(you may select more than one by holding down the control or command key)

- Fall Foliage
- Fishing
- Golf
- Handicapped
- Hunting

When you visit the Finger Lakes, where do you plan to stay?
(you may select more than one by holding down the control or command key)

- Bed & Breakfast
- Cabin/Cottage
- Tent Camping
- Hotel/Motel
- House Rental

How did you find out about our website?

Newspaper. Which One?:

TV Ad. Which Ad?:

Magazine. Which One?:

Brochure. Which One?:

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

Target Marketing

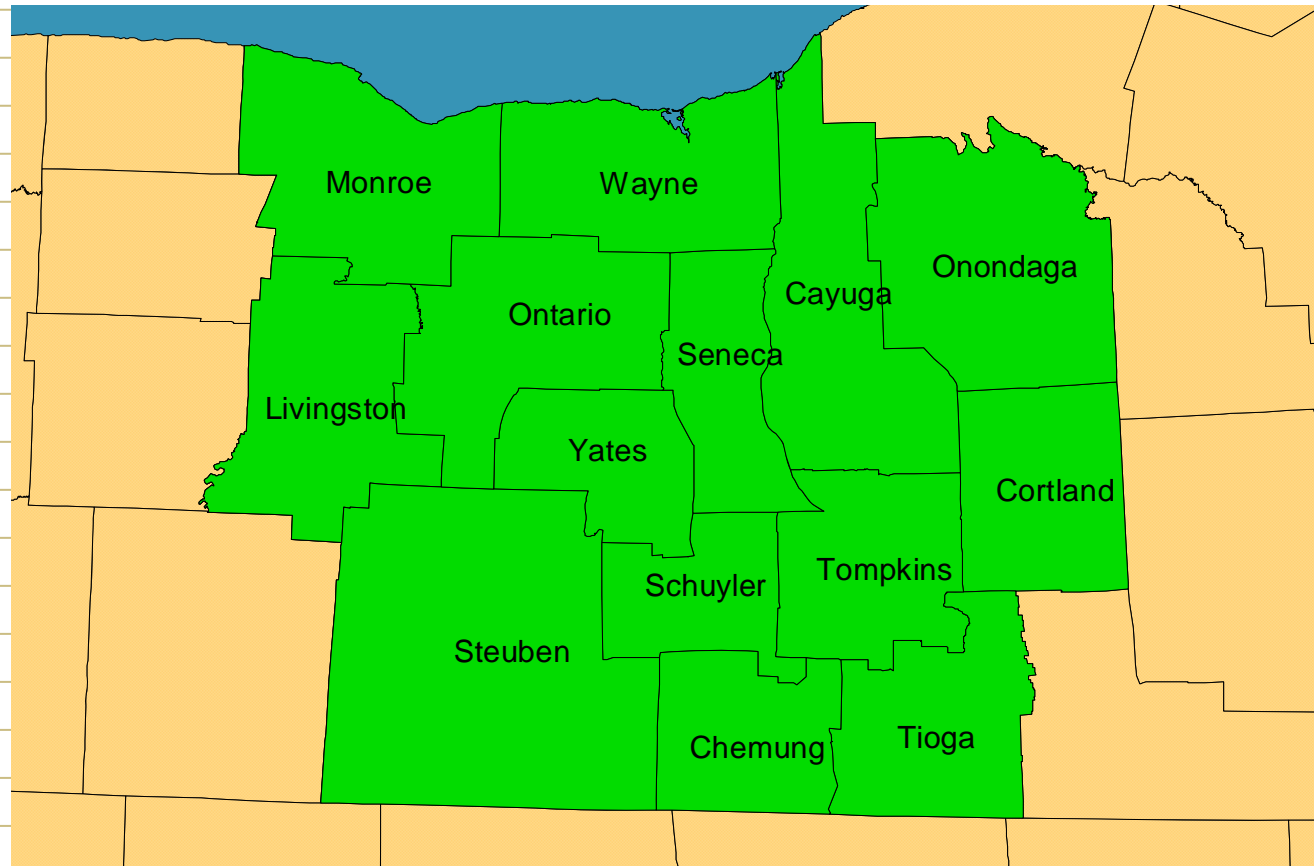
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Finger Lakes Region

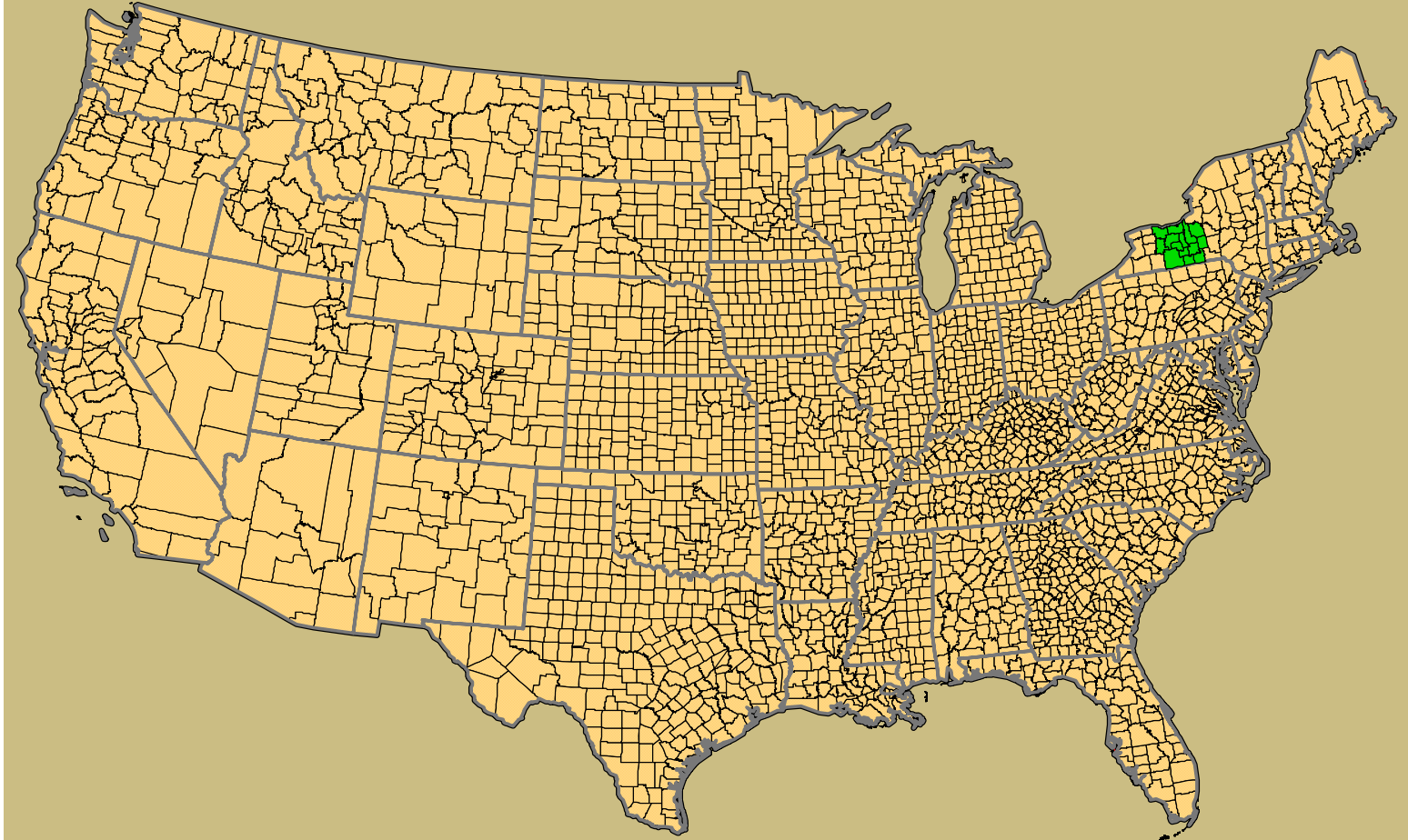
NEW YORK'S
Finger Lakes



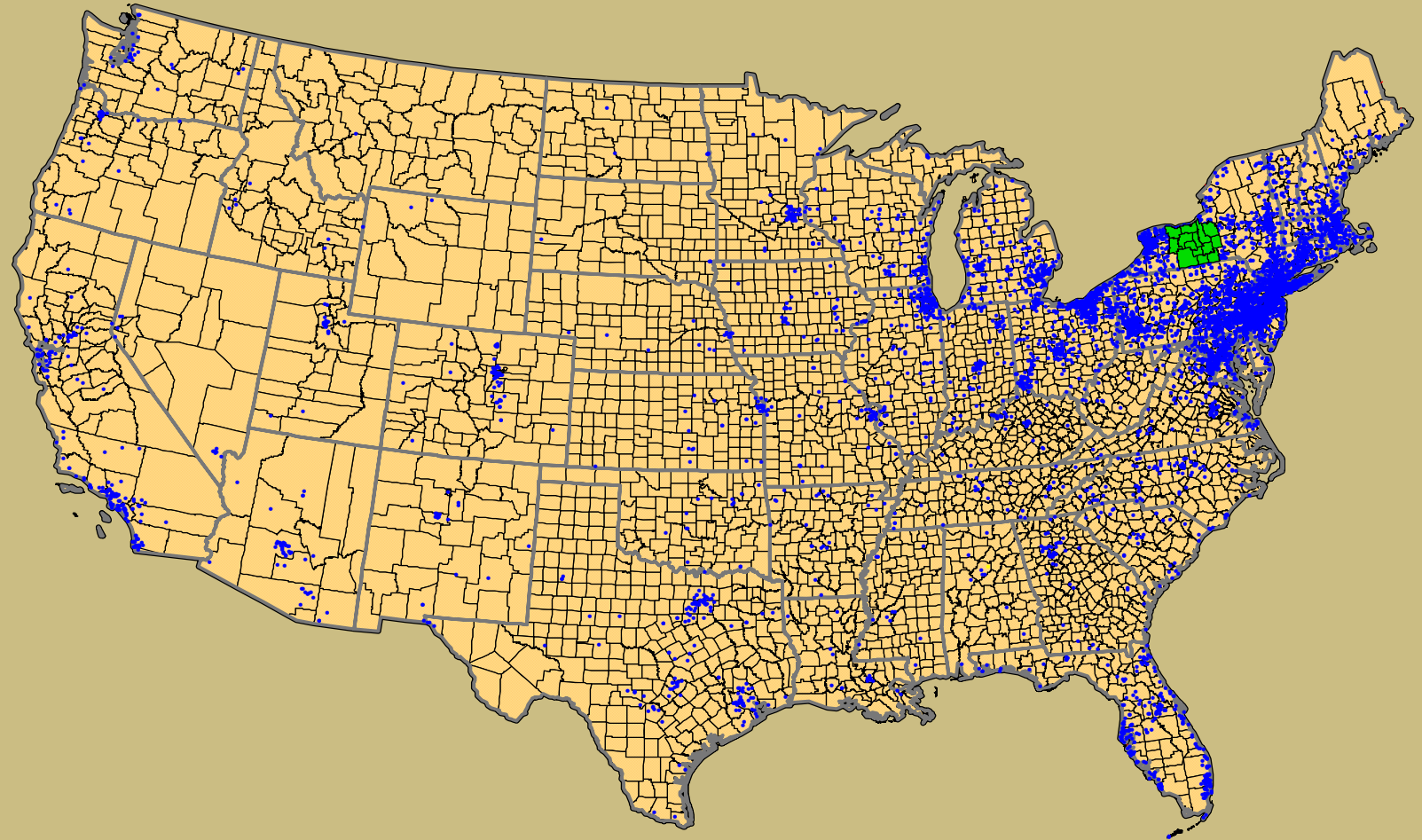
FLTA Counties



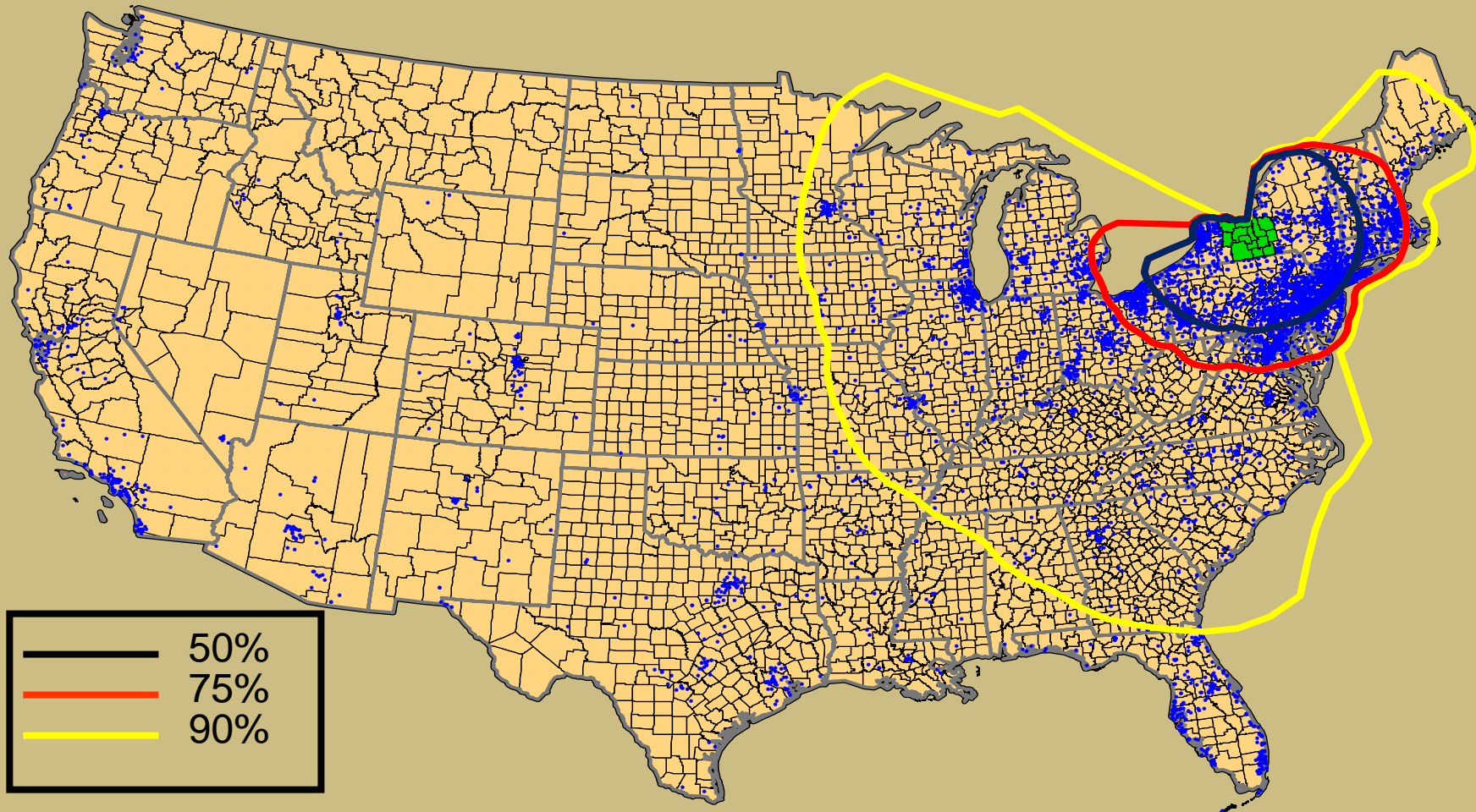
FLTA Region



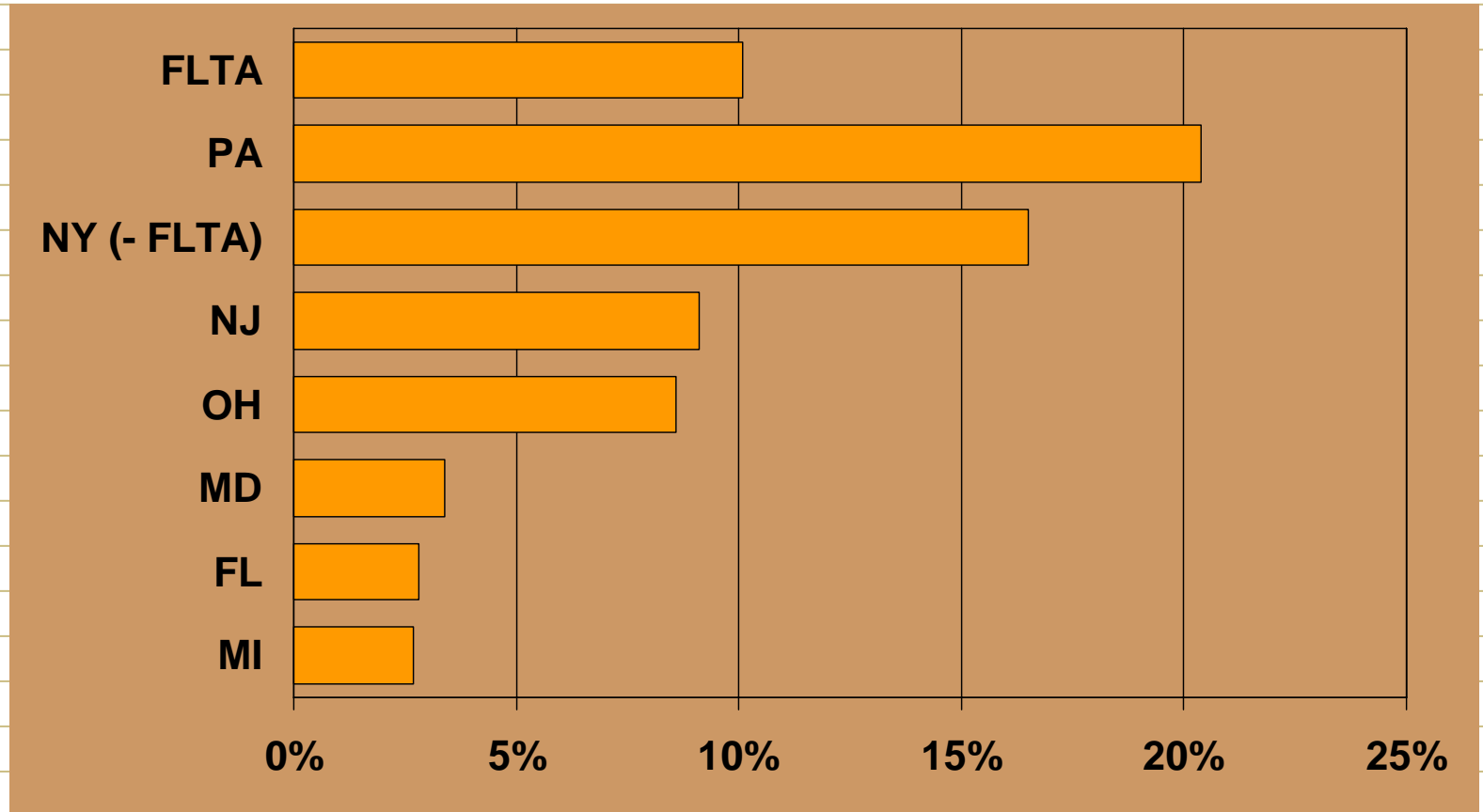
FLTA Leads



FLTA Leads and Trade Areas by Geographic Distribution

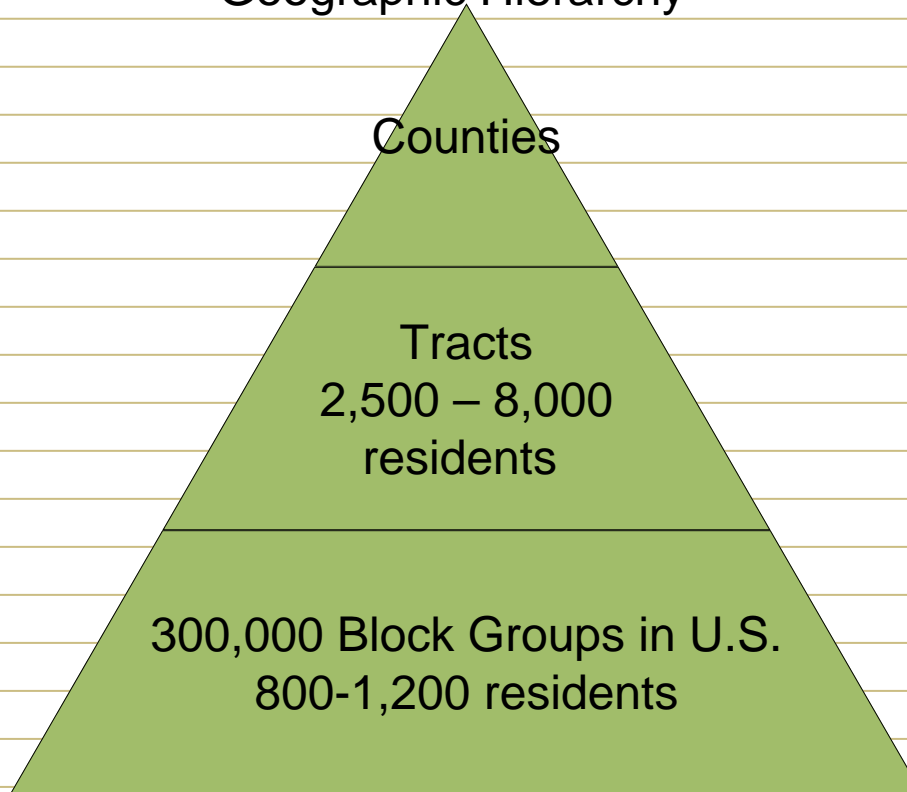


FLTA Leads by State

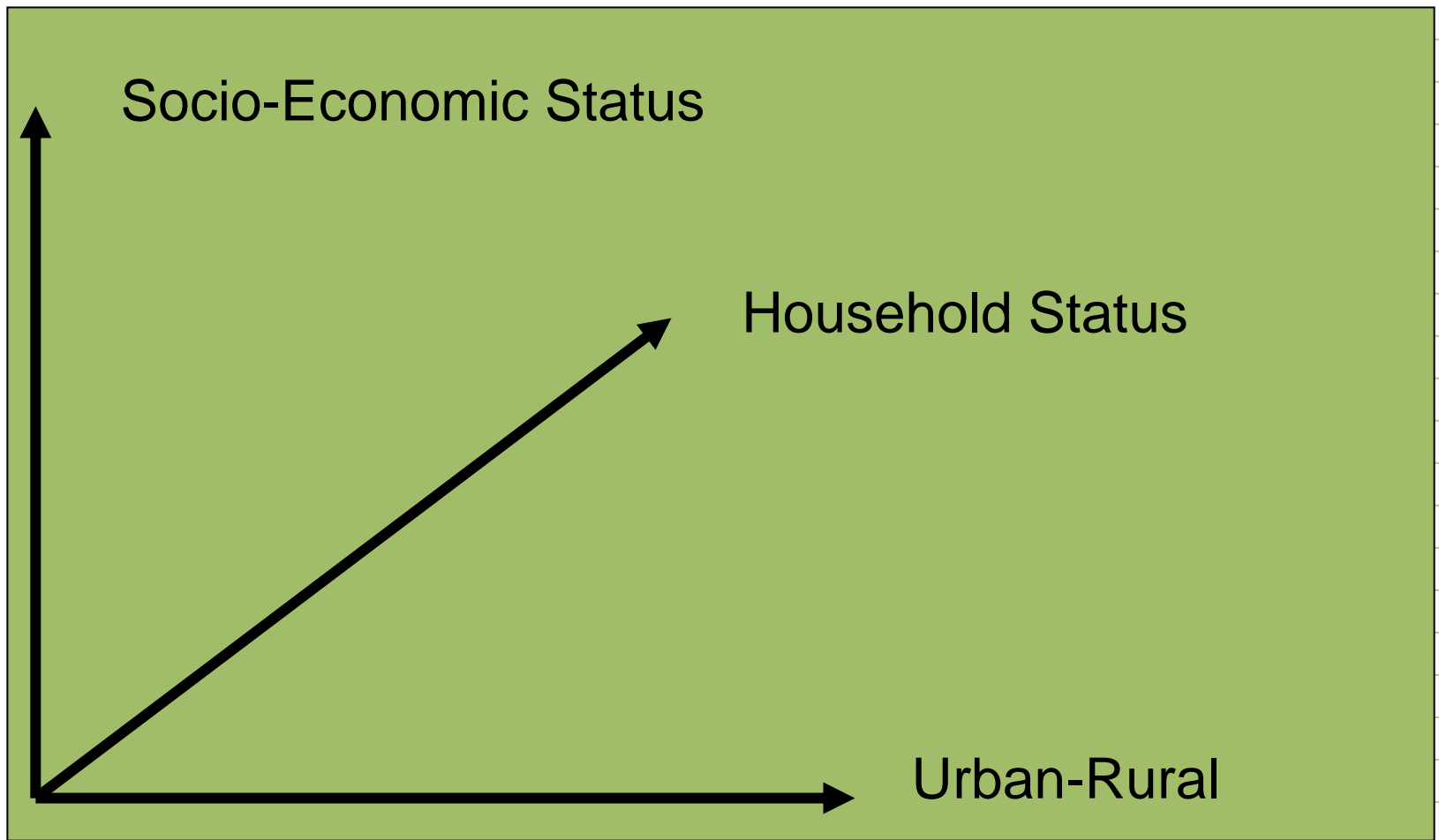


Neighborhood Focus

Geographic Hierarchy



Geo-Demographic Segmentation



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

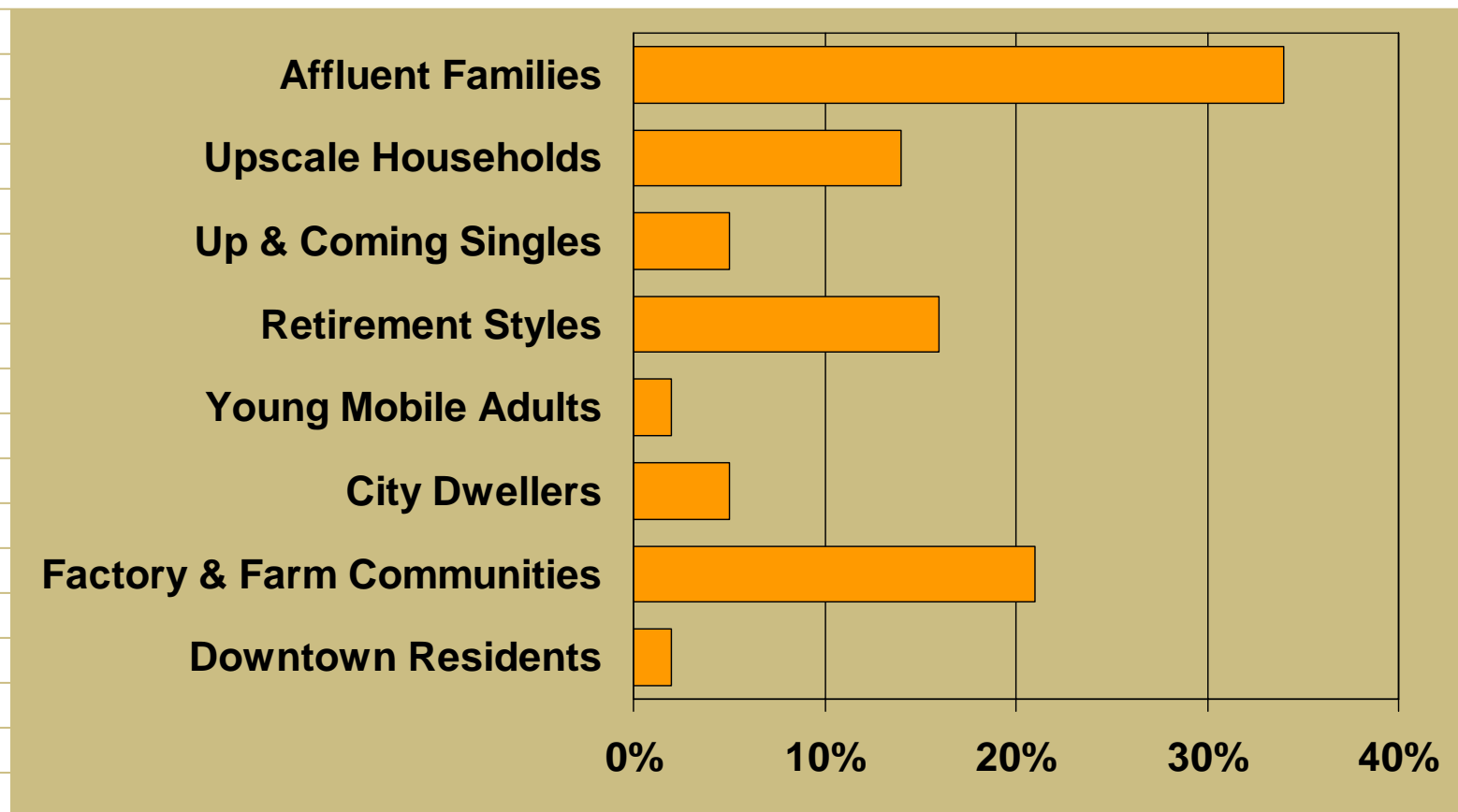
Geo-demographic systems work because...



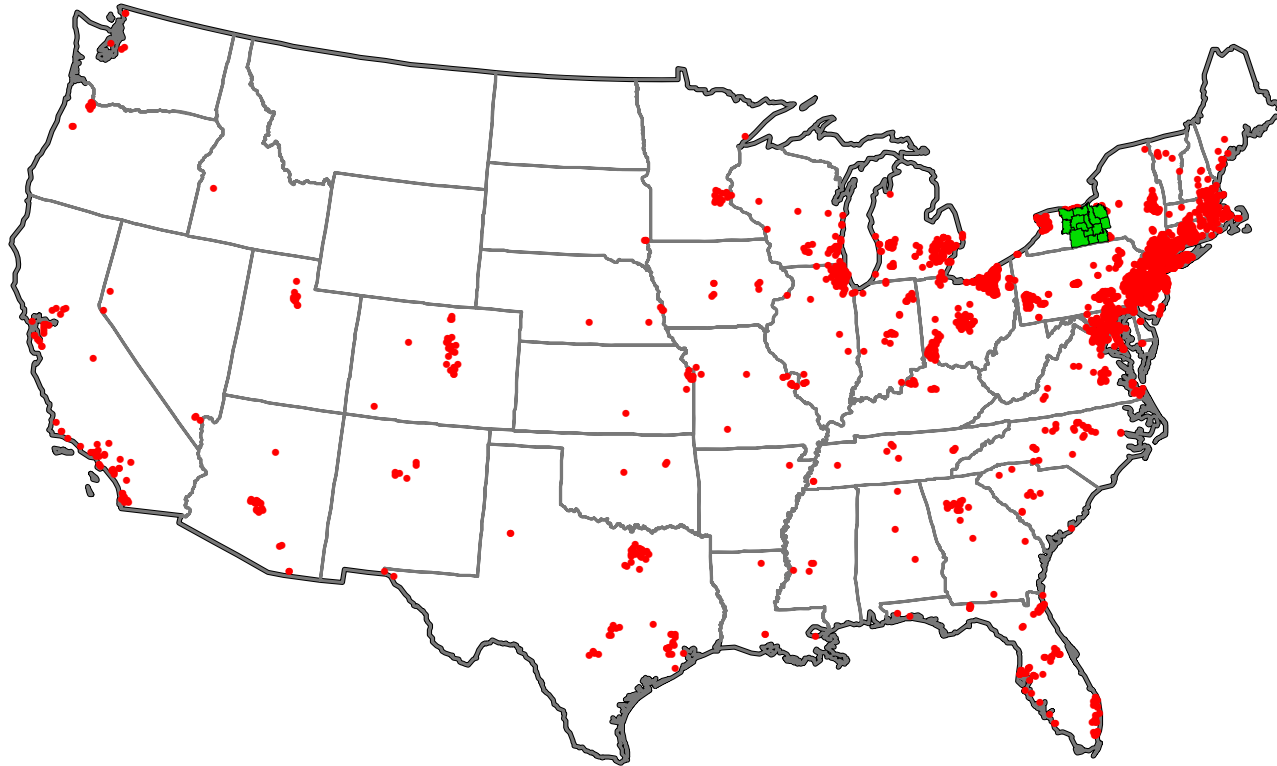
- **People choose to live amongst their peers,**
- **In affordable neighborhoods that offer compatible lifestyles.**
- **Neighborhoods can be statistically grouped into “clusters”,**
- **Clusters are used to analyze and predict consumer behavior.**
- **Physical characteristics that define a neighborhood and attract residents to it, change very slowly over time.**

Source: Claritas

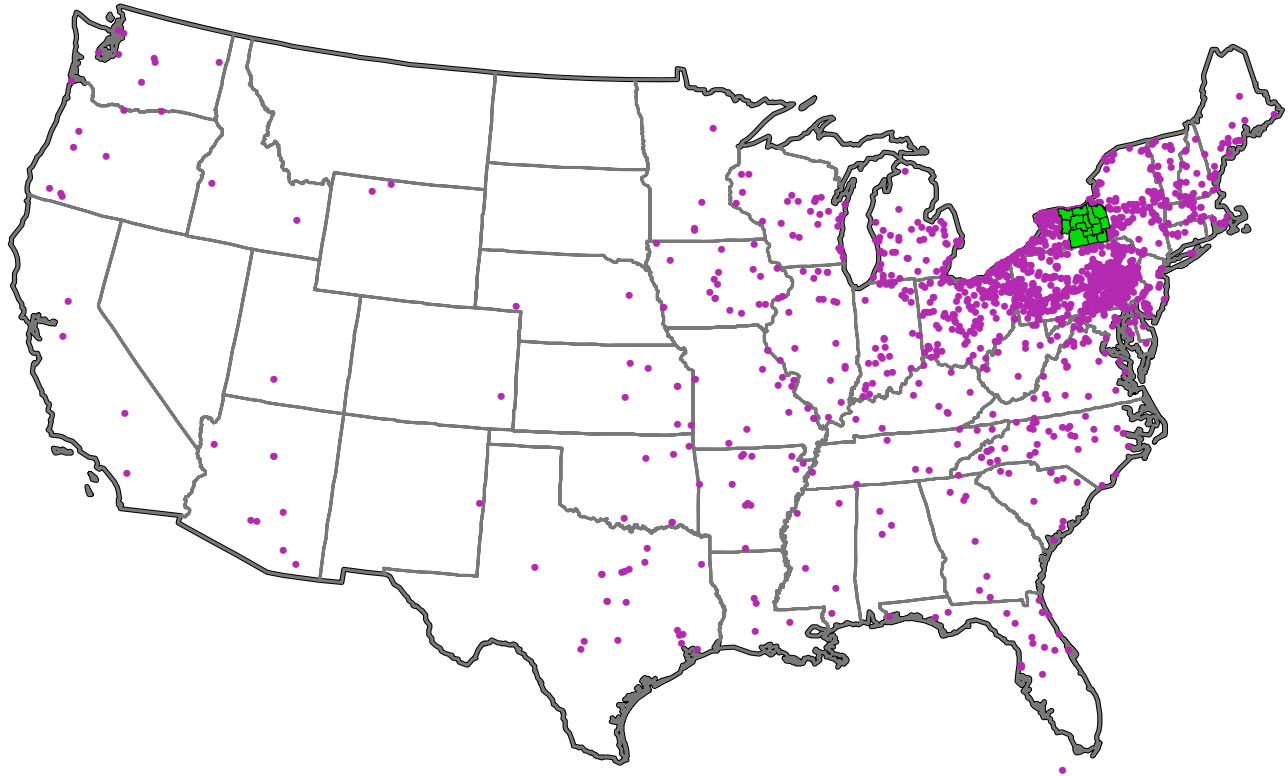
FLTA Major Segments



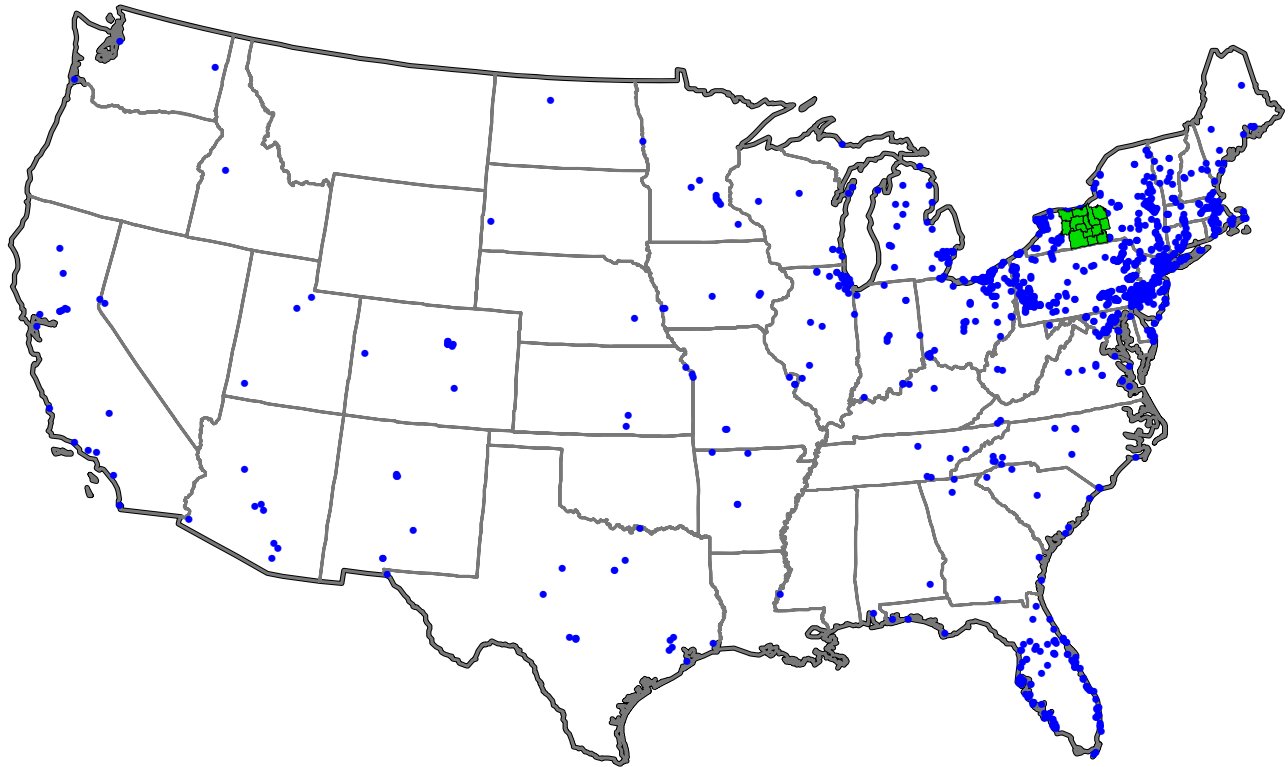
Affluent Families (34%)



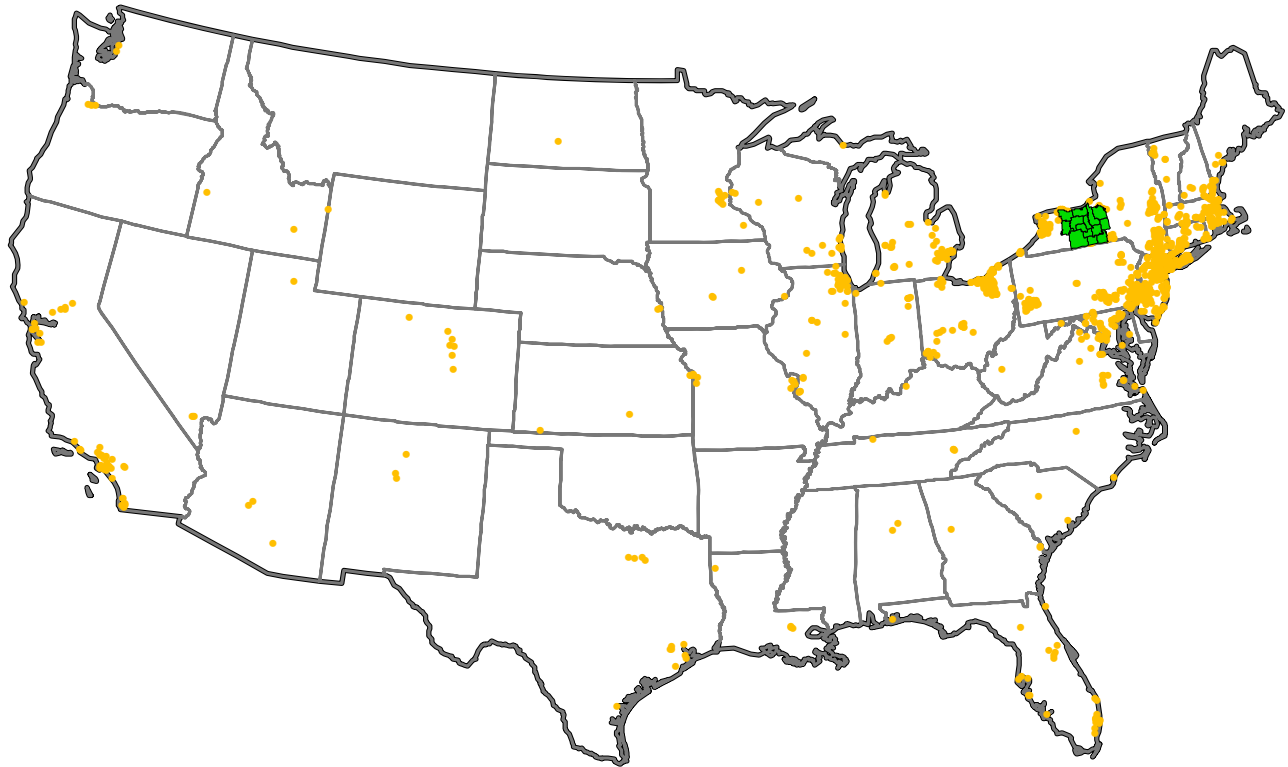
Factory & Farm Communities (21%)



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

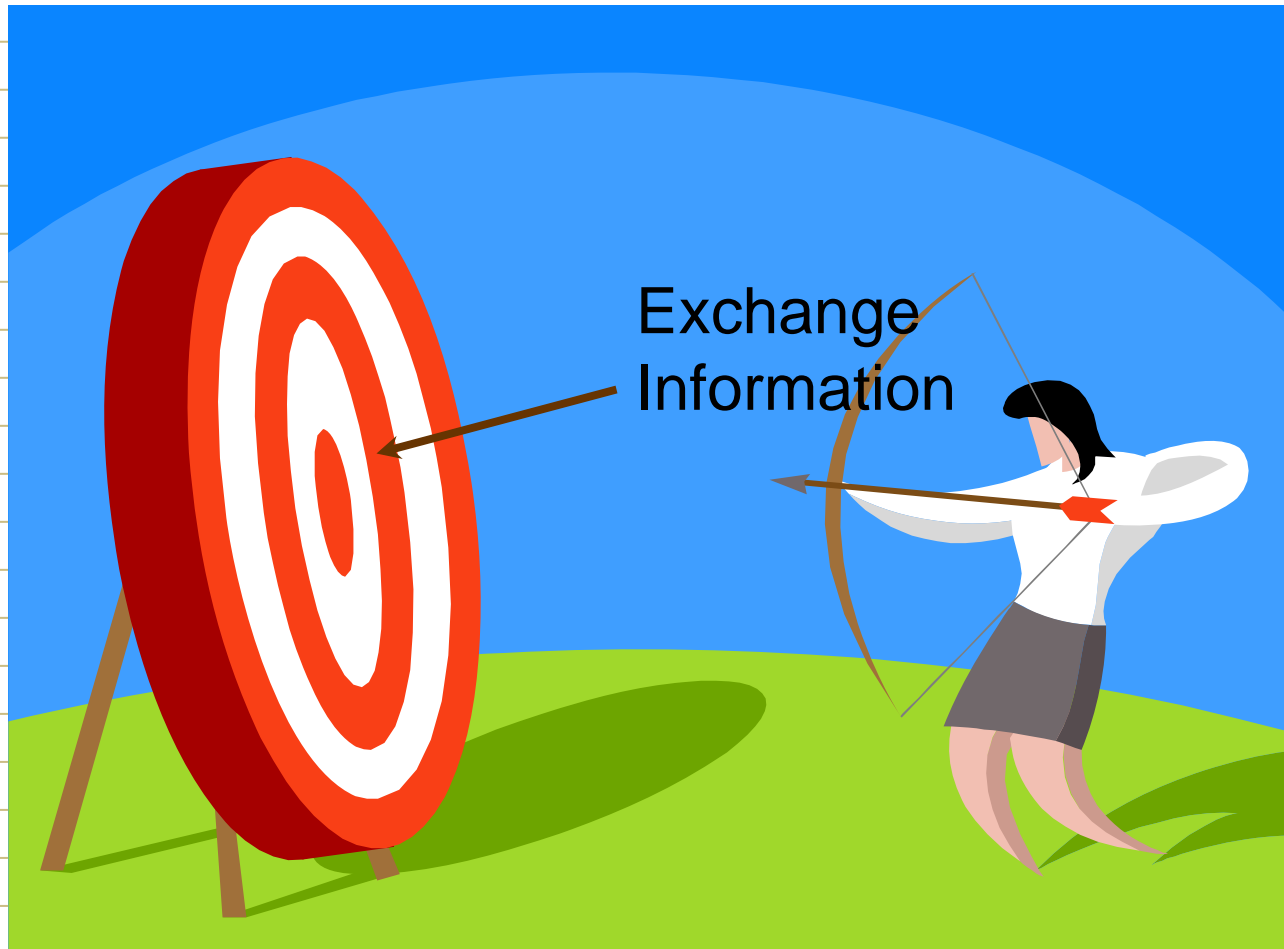


Attract Their Attention



Getting Closer...

- Click on Website
- Exchange Info



Bull's Eye!



- Click on Website
- Exchange Info
- Overnight Stay

Attracting Visitors

Promotion

Conversion

**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