

OUR MARKET SEGMENTATION .

WHO? **HOST SUPPLIER** CORPORATE **PRIVATE CLIENT** SEMI-PRO HOW? **AMATEUR PRO PREMIUM PREMIUM** HOST **BUDGET REGULAR MEDIUM SUPPLIER MARKET SMARTSHOPPER EVENT MANAGERS/** WHAT? PRODUCTS/SERVICES **VENUES AGENCIES** COUNTRY **GLOBAL** CITY REGION WHERE? **SEX** MAN WOMAN

DESCRIPTION

AMATEUR

GENERATION

BABYBOOMER

HOST

Basic understanding of tech and social media. Average age 35-65.

Basic understanding of

BUSINESS: Small

NEEDS: Pain relief without details

ENGAGE: Emotionally

"I need more than a FAX broadcast for leads."

SEMI-PRO

HOST

Medium understanding of tech and social media. Average age 35-65.

Medium understanding of

BUSINESS: Established **NEEDS:** Pain relief with details **ENGAGE:** Emotionally with tech

"Get me out there and online, get me leads and find me new business."

PRO

GENERATION Z

GENERATION Y

HOST

Expert understanding of tech and social media. Average age 25-40.

Expert understanding of

BUSINESS: Established **NEEDS:** Pain relief tech/Social/ROI **ENGAGE:** Technically

> "Show me facts, traction, measurable results and ROI."







