

What Is Segmentation?

7 Types of Starbucks Customers

1. The Regular



You see this guy's spiky black hair from a mile away and immediately begin pulling the espresso shots for his Americano. He doesn't have to mutter so much as a word to you before you ring him up, and he's on his way. See you tomorrow, man!

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2. The \$6 Drinker



Did you say a venti quad white chocolate mocha with eight pumps of mocha, eight pumps of raspberry, and coconut milk? God bless your heart. And your wallet.

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3. The Dunkin' Donuts Patron



“Can I have a large iced coffee with lots of cream and sugar?” No. That’s not how we order here. Back of the line.

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4. The Novelist



This guy chills. All. Day. Long. He's either typing away on his laptop or sitting in deep, deep thought. You wonder why he chooses Starbucks as his home base because he typically orders a latte and doesn't drink it.

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5. The Frappuccino Pro



These are teenage girls who pull up complicated “secret menu” Frappuccinos on their iPhones for you to make. One Day it’s a Cocoa Puff Frappuccino, the next day it’s a Harry Potter butterbeer Frappuccino. They simply must try them all.

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6. The Perfectionist



This person trusts no one. Their order includes specific requests like “no foam” or “steamed at 130 degrees,” and they will ask three times if this has been done. They will also attempt to watch you do these tasks to ensure the perfection of their beverage. And then ask you again if they have been completed.

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7. The Talker



Don't get me wrong. I love when customers take the time to tell me about their day and dabble in some polite conversation. It's important that we get to know our customers. However, when the line is 15 people deep, I really can't take an extra five minutes to discuss your dog's flea problems. Love you though.

The Marketing Plan



The Marketing Plan



