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2nd Year Master Marketing

## 3. Industrial Market Segments

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# What type of market players does industrial marketing target?

"No consumers in industrial terminology."



- Industrial marketing is only directed at **Clients**.
- A company cannot be classified as a "**Consumer**" because it is identifiable in a Market.
- A consumer may make purchases on an impulsive or rational basis, whereas a company is only driven by the latter.

# What type of market players does industrial marketing target?



There is a classification of corporate clients in an industrial market...

This classification determines the marketing choices that will be made by the company.

The type of purchase made by the client company allows for its classification.

# What type of market players does industrial marketing target?



There are different types of clients:

- **Integrators:** These clients incorporate raw materials into the production process.
- **Users:** They integrate components into the production system rather than into the final product.
- **Distributors:** This requires a distinct approach known as trade marketing.



# How to retain a **USER client?**



Retaining a User client is done by reinforcing the equipment offer with related offers



Implementation



Training



After sales  
service



# How to retain an **INTEGRATOR** client?

Retaining an integrator client is done  
by reinforcing the Delivery conditions  
with good Payment Terms



Delivery  
conditions



Payment  
Terms



# How to retain a **an** **DISTRIBUTOR** client?



Retaining an integrator client is done  
by reinforcing the Delivery  
conditions with good Payment Terms



**Delivery  
conditions**

**Payment  
Terms**



In addition to the types of clients mentioned, there is another category that is not considered a customer but that can affect our customers.

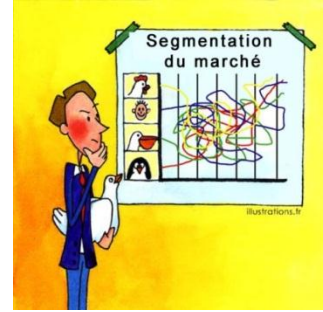
These are the **Prescribers**



Prescribers are in a strong position to recommend one solution over another, they are most often consultants, experts....



# The difficulties of industrial segmentation



It is difficult to segment an industrial market. There are three difficulties:

- Customers are heterogeneous organizations
- The multiplicity of stakeholders in the purchasing process
- The complexity of the product and the purchasing process

# Segmentation criteria



The segmentation criteria are of the order of three criteria

- The demographic characteristics of the client
- The characteristics of the client's operations
- The characteristics of the client's purchasing functions.

# Segmentation criteria



## 1. The demographic characteristics of the client :

We will first consider the customer's sector of activity. Indeed, the approach will be very different because the needs are different (Just in time, safety standards, etc.).

Another segmentation criterion is the size of the client. The location of the client is also often an interesting criterion.

# Segmentation criteria



## 2. The characteristics of the client's operations:

The first criterion is that of the conditions of use of the products supplied.

The position of the user with regard to the products is also essential.

The strategic importance of the supplier's products for the client's activities must also be highlighted.

Finally, the client's financial possibilities are also a determining factor.

# Segmentation criteria



## 3. The characteristics of the client's purchasing functions:

The type of relationships required by the customer.

The attributes sought by the client also constitute an interesting segmentation basis.

The composition of the purchasing center can also be retained.