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Marketing for Lawyers
Segmentation

Lesson 2

How to be successful?

1. **segment** the market,
2. **target** a single segment or series of segments, and
3. **position** within the segment(s)

Segmentation

- Analysis customers needs and behavior
- To find out similar needs and demonstrate similar buyer behavior
- To match groups of the same set of needs and buyer behavior (segment)
- the segments are often named and/ or numbered in some way

- homogeneous preferences
- diffused preferences
- clusters
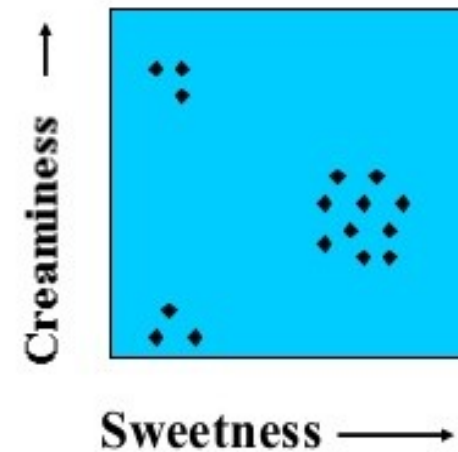
Levels and Patterns of Market Segmentation

(a) Homogeneous preferences
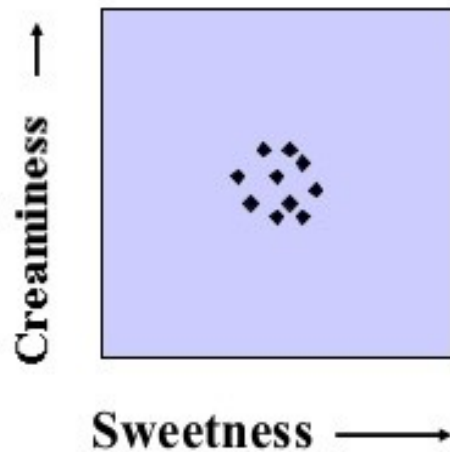
(b) Diffused preferences
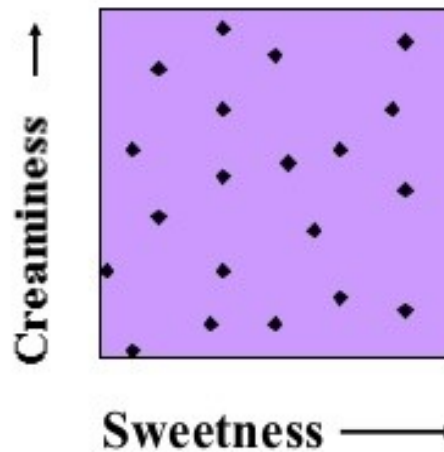
(c) Clustered preferences

Creaminess

Sweetness ⟶

Task

- Types of Services Attorneys Can Provide:
  - Consultation for legal information and advice
  - Consultation to review documents (such as agreements, leases, wills, corporation documents, do-it-yourself court forms)
  - Mediation, arbitration, or other third party services
  - Preparation of documents
  - Representing clients in negotiations (possibly under "collaborative lawyering" agreement where both attorneys withdraw if either side chooses to litigate)
  - Representing clients in court, arbitration, administrative and legislative hearings
- Type of Area Law:
  - Constitutional Law
  - State Law
  - Administrative Law
  - Civil Law
  - Criminal Law
  - International and EU Law
  - Commercial Law
  - Financial Law
  - Labour Law and Social Security Law
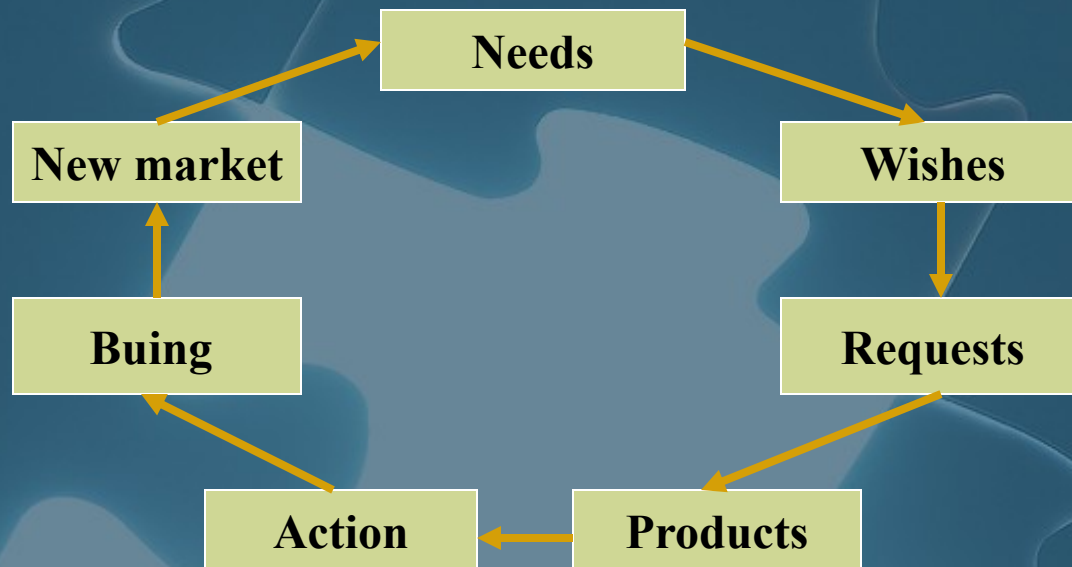 - Environmental Law and Land Law

Customers needs

- Customers buy a product for solving some problem (need)

- Why do you need to buy a car?
  - Tell us about your needs.

Customer behavior

Circle of needs and consumption

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        Needs
New market      Wishes

Buing           Requests

    Action   Products
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Consumer market segmentation

- by geography
  - where the customers live
- by psychographics
  - lifestyle or beliefs
- by socio-cultural factors
  - a social class, culture
- by demography
  - such as age, sex, etc.
- buyer behavior
  - how often they buy the product, who they buy with

Goal of segmentation is:

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- To identify groups of similar customers and potential customers;
- To prioritize the groups to address;
- To understand their behavior;
- To respond with appropriate marketing strategies that satisfy the different preferences of each chosen segment.

= to improve business performance (profit)

Targeting

= choosing which segments to address

Every segment should be:

- Different - is it distinct from other segments (different segments have different needs)?
- Homogeneous - is it homogeneous within the segment (exhibits common needs)?
- Viable – the potential growth of the segment; how big the segment is; Is it possible to make a profit?
- Accessible – Is it easy to get the segment?
- Measurable - Is it possible to obtain real data?

Positioning

= designing an appropriate marketing mix (product, place, price, promotion) for each segment

= company should have different strategy for every segment

Segment concentration

- 1 segment concentration
- Selective specialization
- Product specialization
- Market specialization
- Full market specialization

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Silent generation

- generation born during the Great Depression and World War II.
- generation born from 1925 to 1945
- found its characteristics as:
  - grave and fatalistic,
  - conventional,
  - possessing confused morals,
  - expecting disappointment but desiring faith, and
  - for women, desiring both a career and a family.

Baby boomers

- born during the demographic Post-World War II baby boom

- generation born from 1946 to 1964

- found its characteristics as:
  - economic power,
  - their life experiences, which include the rise of television and electronic mass media,
  - high level of education, and
  - the large number of women who chose fulltime careers in the workplace

Generation X

- generation born after the baby boom
- generation born from 1965 to 1977
- found its characteristics as:
  - more individualistic than previous generation
  - more sceptic and media-wise

Generation Y

- known as the Millennial Generation or Generation Next or Net Generation
- generation born from 1978 to 1994
- found its characteristics as:
  - trend toward smaller families in developed countries continued
  - marked by an increased use and familiarity with communications, media, and digital technologies

Generation Z

- generation born from 1995 to 2010
- found its characteristics as:
  - have developed work characteristics and tendencies from doting parents, structured lives, and contact with diverse people.
  - working in teams and want to make friends with people at work

Generation Alpha

- generation born from 2010 to 2020
- has been born at a time of falling fertility rates across much of the world, and experienced the effects of the COVID-19 pandemic as young children
- children's entertainment has been increasingly dominated by electronic technology, social networks, and streaming services, with interest in traditional television concurrently falling
- health problems related to screen time, allergies and obesity

Who is a customer?

- Bio products

- cosmetics L´ORÉAL

- instant soup or food

- Nike shoes

Trends 1

- Age structure
  - older people – segment Young old (medicaments, cosmetics, special offers for this segment – trips…)

- Size of household
  - smaller households, a lot of unmarried (size of packages)

- Income structure
  - great polarization of income (luxury goods x cheap goods)

- Structure of workers
  - great rate of working women
  - question: family or careers (products increasing comforts, Household products make life a lot easier)

Trends 2

- Price orientation
- Quality orientation
- Price and Quality orientation
- Health and beauty orientation
- Adventure orientation
- Internet orientation
- Comfort orientation

Task

- Which segment concentration from trends is suitable for lawyers?

Task

- Which of trends in the legal industry are possible to see in your countries?

Task

- Prepare segmentation of your group (Find at least 15 characteristics)

Thank you for you attantion.