

**Case Study:  
Market Illumination  
Attitudinal Segmentation**

**Agribusiness Market**



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## Background

- Client markets herbicides, insecticides and fungicides to the Turf and Ornamentals market.
- Client faces generic competition and seeks a way to more effectively connect with their target customers—golf course superintendents.

## Objectives

- The primary objective was to characterize the golf market from an attitudinal, behavioral, and psychographic perspective
- In doing so, the client would learn how to:
  - More effectively develop products and communications
  - Define databases for targeted sales and CRM tactics

## Methodology

- 300 golf course superintendents participated in web-based data collection with the following screening criteria:
  - Golf course superintendent or assistant superintendent
  - Involved in the decision-making process of the turf products purchased for the course
  - 2 to 30 years in golf course management
  - 18 or more holes on golf course
  - Annual pesticide budget of at least \$20,000
  - Pesticides used on golf courses
  - Personally applies or manages those who apply pesticides to the course
  - Aged 18 to 59
- Segmentation was used in this study, which divided the market into subgroups (clusters) based on attitudes, behaviors, needs, and economic levers



## Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none"><li>• <b>The research gave the client a detailed understanding of three specific segments that currently characterize the market.</b></li><li>• <b>Segment 1 prefers to maintain the status quo. These GCSs do not feel like part of the management team and avoid any potentially confrontational situations. There is a significant opportunity to reach GCSs in Segment 1 at trade shows and similar events.</b></li><li>• <b>Segment 2 is most interested in protecting the land and saving the golf course money. Though these GCSs tend to purchase generic products, they are interested in the most environmentally friendly products.</b></li><li>• <b>Segment 3 contains avid golfers that immerse themselves in all aspects of the business. Segment 3 offered the greatest opportunity for the client's branded products.</b></li></ul>	<ul style="list-style-type: none"><li>• Sales representatives were trained to enhance communication with each segment.</li><li>• Client used some funding to improve product advertising at trade shows.</li><li>• Marketing team developed materials demonstrating their products are environmentally friendly.</li></ul>
<ul style="list-style-type: none"><li>• <b>Provided the client with four characteristic questions that would identify the segment to which a GCS belongs and more efficiently market future products</b></li></ul>	<ul style="list-style-type: none"><li>• Client developed database of GCSs with their segment category attached to each record.</li><li>• All marketing communications were tailored to speak to each segment. This enabled the client to develop a more personal link with their clients.</li></ul>

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