

Lifestage Marketing

Partnerships to reach customers at specific lifestages



Which life events trigger purchase decisions?

Which brands are aligned to our target customers?

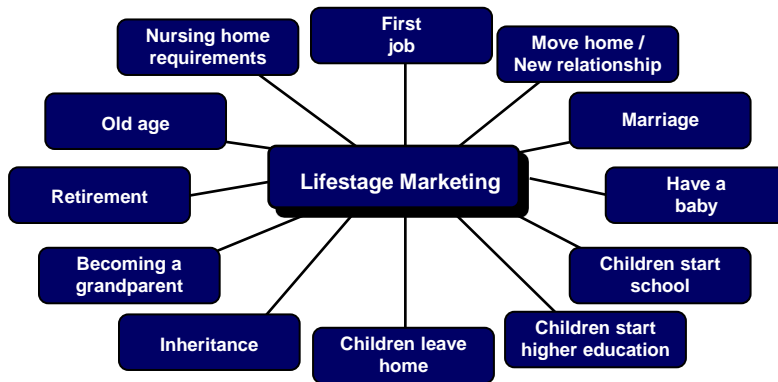
How can we reach people making decisions around key life events?

Does our proposition match customers' emotional and practical needs?

Who else is targeting this lifestage group?

Lifestage marketing involves segmentation and communications targeted to consumers' lifestage needs. In a congested market place, customer insight and timely communication can help your business get noticed. Understanding customer lifestage requirements and which partnerships offer access at life moments when purchases take place, is key to successful lifestage marketing.

ADOPTING A LIFESTAGE MARKETING APPROACH



UNDERSTANDING LIFESTAGE

Developing a lifestage approach to marketing and partnership strategy can offer distinct advantages for customer acquisition and loyalty.

Whether you are looking to gain access to customers at certain lifestage events, or want to add value to your customer proposition through lifestage insights and product enhancements, Affinity Solutions can help.

DELIVERING THE PROMISE

The process used to develop and implement a lifestage marketing strategy will be tailored to your specific needs but may include the following:

- ❑ **Lifestage analysis** – What are the target lifestage groups? Within each stage, what are the purchase triggers?
- ❑ **Strategy** – What are the needs and influences of the target lifestage groups? Which communication channels are required to drive real volume?
- ❑ **Identification** – Which channels and brands offer the greatest potential to target customers at key lifestage events? How can partnerships support the proposition?
- ❑ **Proposition** – How can the proposition be tailored to different lifestage groups? What will the final partner and customer propositions be?
- ❑ **Competition** – Will the proposition stand out and be competitive within the market place?

Affinity Solutions can help to develop, implement and manage partnerships to support your lifestage strategy, using our extensive market knowledge and contact network. Support can include:

- ❑ **Contacts** – Identifying partners and establishing contact with decision makers
- ❑ **Negotiation** – Facilitating a commercial agreement and addressing any issues which may arise
- ❑ **Implementation** – Managing practical issues associated with the launch
- ❑ **Account Management** – Supporting partnerships throughout their lifetime

ACCOUNT EXPERIENCE

Affinity Solutions has experience of lifestage marketing within several different business sectors, including:

- ❑ Advising a major UK financial services company about developing a lifestage strategy
- ❑ Developing a partnership strategy for the UK's leading digital broadcaster to target the 'grey market'
- ❑ Sourcing lifestage partners for leading niche financial services providers
- ❑ Developing an added-value programme aligned to lifestage requirements for a voluntary service organisation
- ❑ Advising a major pre-school charity about lifestage partners to support a parent membership programme

Can a lifestage approach help you win and retain more customers?

- Does your product appeal to certain lifestage groups?
- Would you like to know more about the lifestage needs and requirements of your customers?
- Are you looking for access to a specific lifestage group?
- Do you know the key times to communicate with your target market?
- Would you like to refine your existing proposition to address lifestage needs?
- Would you like to work with others targeting the same lifestage group?

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Affinity Solutions
 Creating Value from Partnerships