

Chamber Business Markets: Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of business who will respond similarly to marketing strategies and who share traits such as similar interests or needs.

Want to **Partner** with the Chamber

Supports Mission of Chamber

Community Investors

Value Mission & Partnership

Best For:

- Hospitals
- Universities/Multi-Site Charter Schools
- Large Employers
- Municipalities
- Utility Companies
- Major Financial Institutions
- Large Home Builders/Developers

Community Builders

Value Mission & Participation

Best For:

- Medical and Dental Practices
- Law and Accounting Firms
- Charter Schools
- Commercial Developers
- Real-Estate Brokerage Firms
- Larger Insurance and Investment Companies
- Construction Firms and Homebuilders



Wants to **Participate** In the Chamber

Business Investors

Value Partnerships & Promotions

Best for:

- Restaurants
- Retailers
- Hotels
- Entertainment Venues
- City Center & Main Street Businesses

Business Builders

Value Participation and Price Conscious

Best for:

- Home-based Businesses
- Multi-Level Marketers
- Real Estate Agents
- Small Non-profit Organizations

"Best for Businesses that have more time than money"

Transaction Focused