

## Tipping Points Segmentation



The growing use of viral campaigns, social media, and other innovative marketing strategies highlight the consistent power of word-of-mouth advertising. The MRI-Simmons Tipping Point segments identify the consumers most responsible for taking an idea, trend, or behavior and making it spread like wildfire.

With the Tipping Point segments on hand, marketers can effectively target and message to these segments who, each in their own way, have the powerful ability to spread information and trends.

The Tipping Point Segmentation consists of four distinct groups:

- **Connectors:** The Connectors are possessors of an extensive network of friends and acquaintances; these are the individuals who provide links between numerous disparate groups of people.
- **Mavens:** Mavens are recognized by their peers as reliable sources of information. They are those in the social circle that provide the facts and let other people make their own decisions.
- **Salesmen:** Salesmen are the persuaders of the group, who can motivate others to believe or try things through their energy, their enthusiastic personality, and their individual style.
- **Innovators:** Innovators are there when new trends are born; they embrace those things that can set them apart from others, pioneer new products, and respond to opportunities to provide positive change.

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