



iaee expo!

annual meeting
& exhibition
2025

expo!

houston, tx

8-10 December 2025

↗ the
place
to be



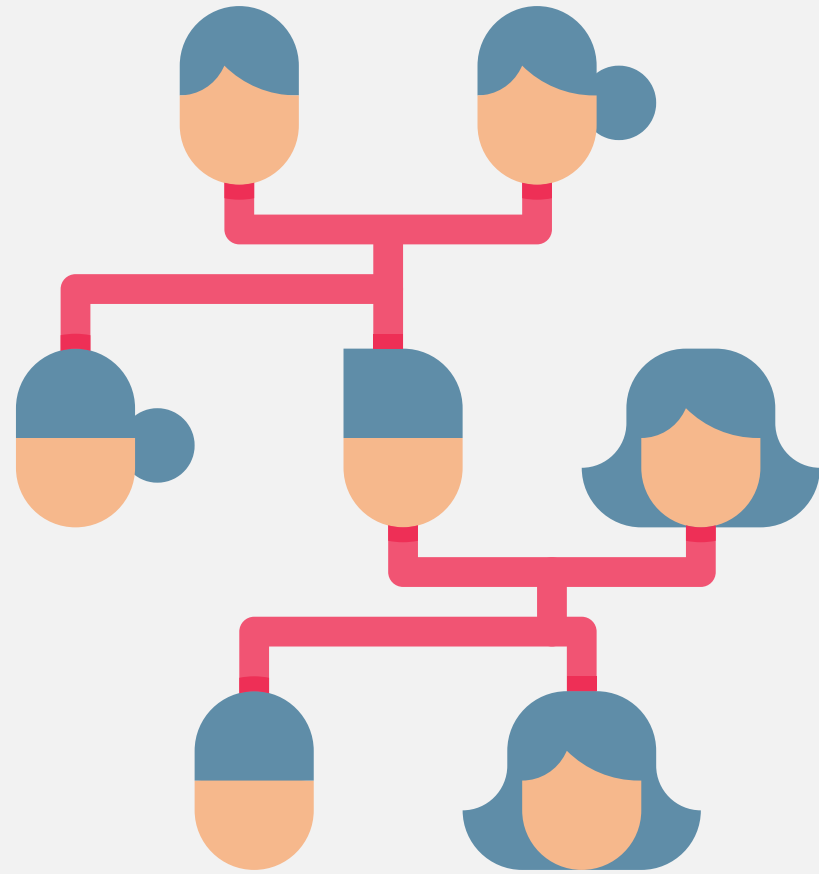
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#expoexpo

Strategic Targeting: How To Build Competitive Strength In An Over Saturated Market

Presented By
Sherron Washington, MA, CEO & Marcom
Strategist, The P3 Solution

↑ the
place
to be



**TOO MANY
SEGMENTS
AT ONE TIME**



**TOO BROAD
TO INFLUENCE**



OTHER COMMON PITFALLS

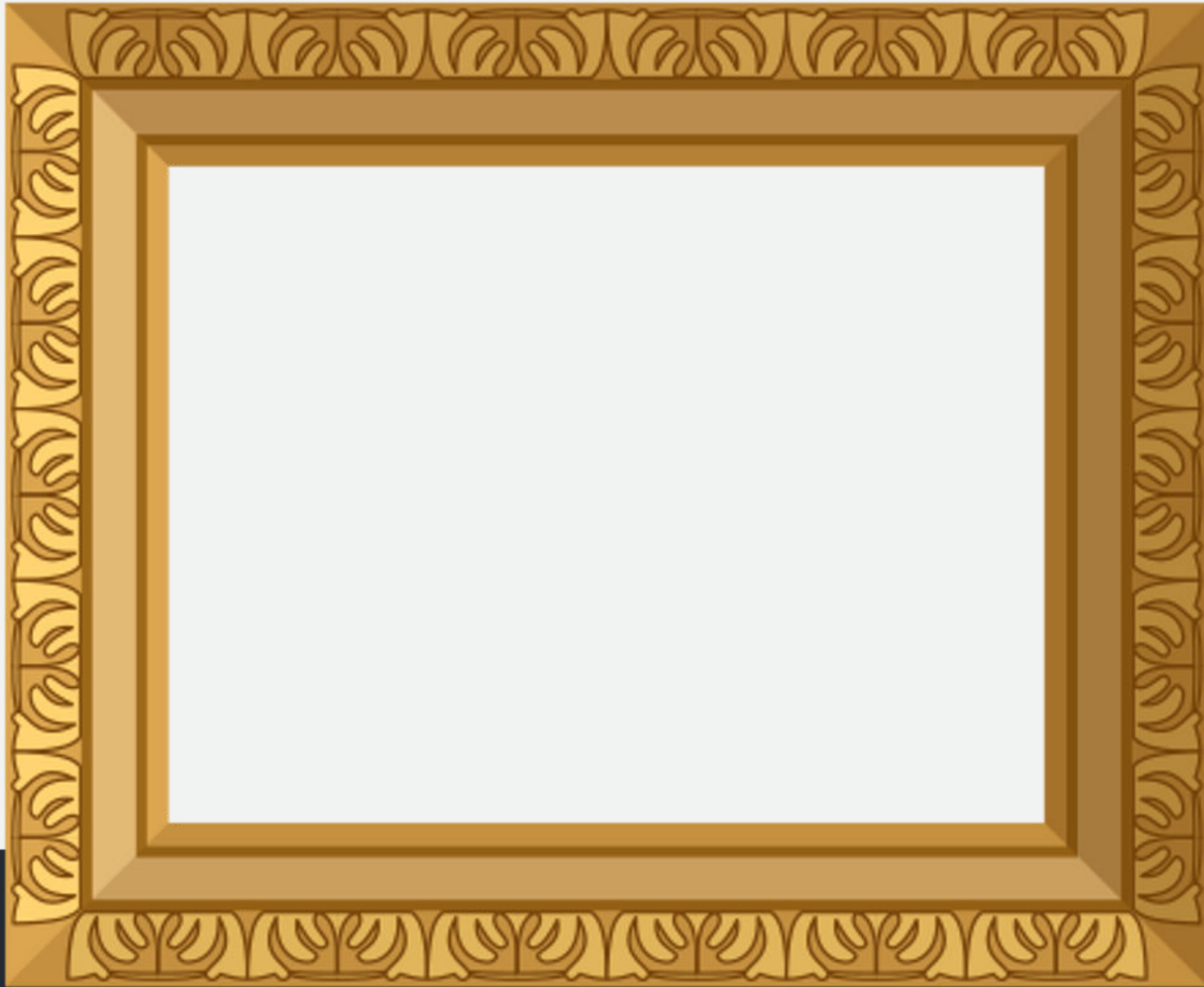


- Targeting audiences that look ideal but never take action
- Chasing audiences that drain resources
- Copying Competitors
- Believing more volume = more visibility (tons of segments)

LEARNING OBJECTIVES



- How to **REFRAME** your audience using behavior, mindset, and relevance
- How to **SHARPEN** your targeting as expectations shift
- How to **POSITION** your brand so you own your competitive space



REFRAME



YOU SURE ABOUT THAT?

Audience Check Assessment™

1. BEHAVIOR

Are they movers...
or think-about-its?

2. MINDSET

Do you REALLY know their
mindset—or just their title?

3. RELEVANCE

Do they need this right now
or was that last year?

4. WORTH

Are they worth all the
chasing?

5. FOCUS

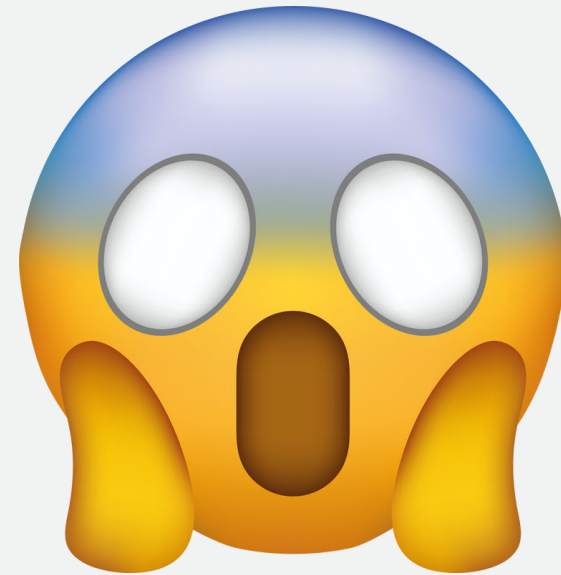
is this a target segment
or just everyone on your
wish list?

6. ACCESSIBILITY

Can you even reach them...
like, for real?



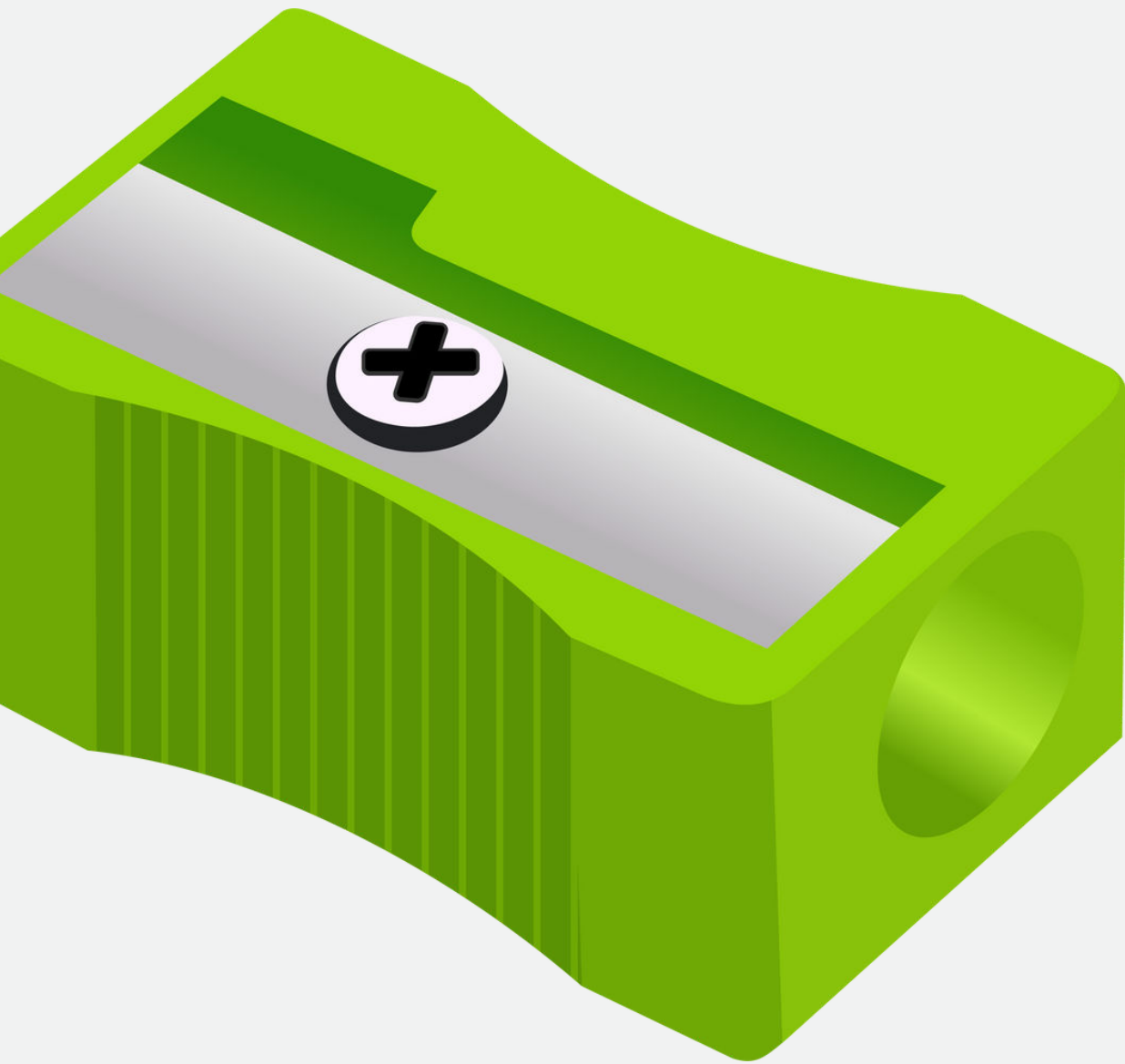
Quick Practice



**What shocked you the most about
your audience during this check?**

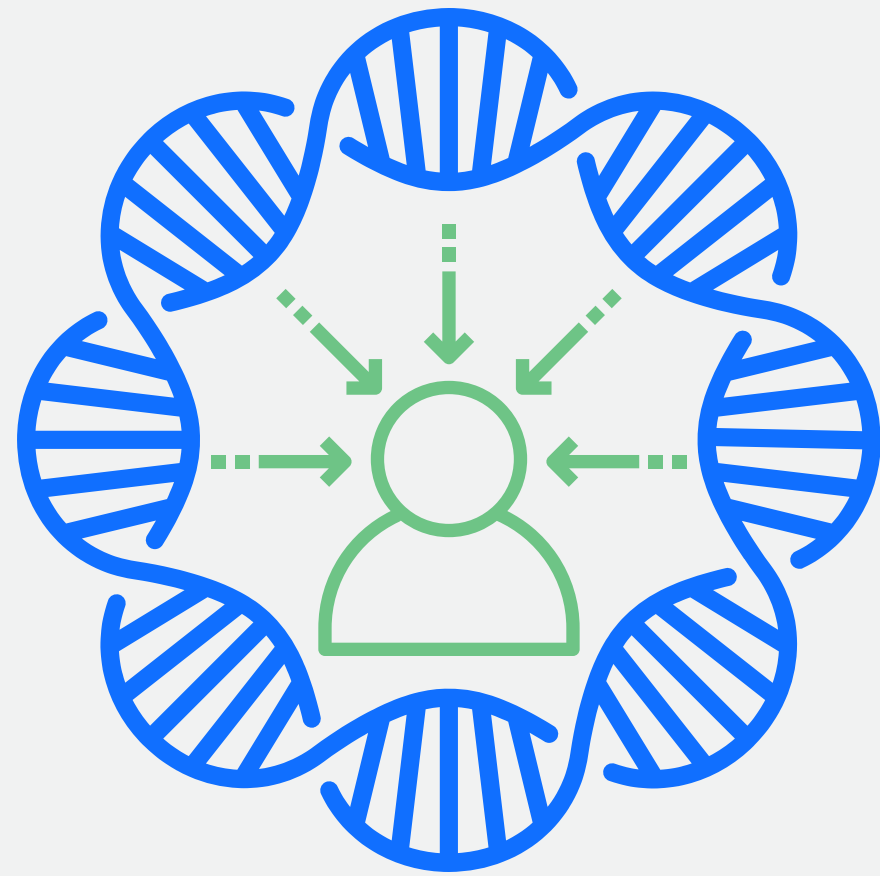


KEEP • REFINE • DROP



SHARPEN

TARGETING THAT EVOLVES WITH YOUR AUDIENCE



SEGMENT DNA™ FRAMEWORK



BEHAVIOR DNA — WHAT THEY DO?

Ask yourself:

- How do they engage with events?
- Are they early adopters or last-minute deciders?
- Do they take action after your marketing... or disappear?



MINDSET DNA — HOW THEY THINK

Ask yourself:

- How do they make choices?
- What motivates them?
- What frustrates them?
- What influences them?



RELEVANCE DNA — WHAT MATTERS NOW?

Ask yourself:

- What are their current needs?
- What pressures are shaping their decisions?
- What problem do they need solved today?



Quick Practice

PICK ONE LAYER:

BEHAVIOR

MINDSET

OR RELEVANCE

**AND WRITE DOWN ONE INSIGHT
YOU ALREADY KNOW.**



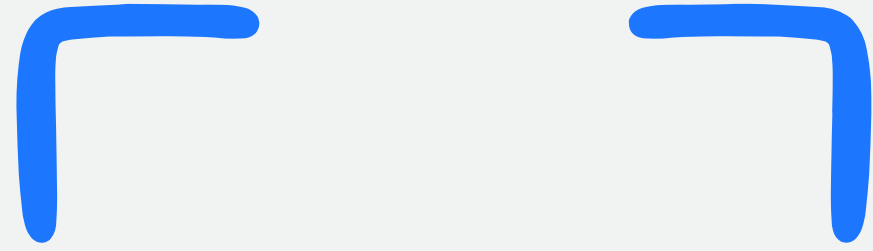
POSITION

PRACTICAL TIPS TO BRING IT ALL TOGETHER



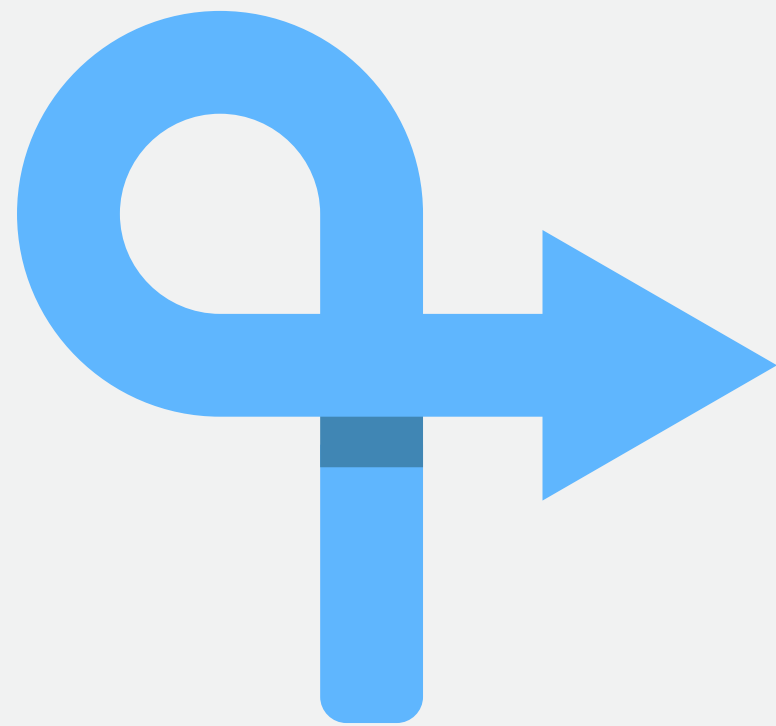


USE THE IF/THEN POSITIONING RULE



CREATE A SNAPSHOT CARD

- Behavior cue
- Mindset cue
- One relevance need
- One signature message
- One call to action



MAKE A MICRO SHIFT

- Change your CTA from “Learn more” → “See what’s new this season.”
- Replace “Join us” → “Step into the future of your field.”
- Update a subheadline with ONE relevance trigger.



**CREATE A
NOT FOR LIST**



WOULD THEY CARE ASSESSMENT?



When you **REFRAME** who you're talking to,
SHARPEN how you understand them, and
POSITION your message with intention

you don't chase the market...
YOU SHAPE IT!



QUESTIONS



THANK YOU!

**Sherron Washington, MA,
CEO & Marcomm Strategist,
The P3 Solution**