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You MUST understand Valuegraphics

Dear :

For at least the last 40 years, colleges and universities have been teaching marketing courses talking about how to define your audiences using two broad criteria: demographics (basically, physical details about someone) and psychographics (how they've acted on stimuli). The information is based on known (or assumed) facts and past behavior.

Valuegraphics is a data-driven methodology, created by David Allison (left), that groups people by their shared core values rather than by demographics, providing a more accurate understanding of consumer motivation and behavior.

This framework uses extensive survey data to identify patterns in people's values, allowing marketers to create more meaningful engagement, build data-driven personas, and develop more effective products and campaigns.

If you base your marketing strategies, plans, techniques, and messages on what a group of people did in the *past*, you're not guaranteeing an outcome in the *future*. People change locations, relationship status, hair color, and what they eat for breakfast. However, we learn our values during adolescence, and they really don't change much as we grow older. We may listen to a certain band's music in our twenties, and a different band in our 40's, but the reason is usually BECAUSE of a certain set of values.

How Valuegraphics Works

- **Focus on Core Values:** Valuegraphics posits that values are fixed and are the most powerful motivators of human behavior, influencing decisions from what people buy to how they live.
- **Database and Surveys:** The methodology relies on large databases, which measure 56 core human values.
- **Identifying Patterns:** Researchers look for consistent patterns and signals in the data to understand a target audience's values, which then forms value-based archetypes, such as "Technology," "Workaholics," or "Loyalists".

Benefits of Valuegraphics

- **Deeper Consumer Understanding:** It moves beyond stereotypes and assumptions, allowing organizations to understand what truly motivates their audience.
- **Data-Driven Strategies:** Valuegraphics data provides a scientific basis for marketing decisions, replacing guesswork with insights into consumer motivations.
- **Improved Engagement:** By focusing on shared values, businesses can create products, brands, and campaigns that resonate more deeply and powerfully with consumers.
- **Broader Audience Reach:** Shared values can connect diverse demographic groups, enabling businesses to attract and engage new customers across different age groups and backgrounds.

You shouldn't throw out data based on demographics and psychographics. By **adding in** valuegraphics data, it gives you a more complete picture of that group or cohort you're after. If you can speak to the group's shared values, your message will resonate with them, and give you a much better chance of having your marketing and sales messages work.

When we do marketing research for our clients at Agile', we always attempt to collect as much valuegraphics data as possible. There are a number of ways to do it, but we have a simple questionnaire that gives a base set of values for each respondent. If we give that to people in a group (customers of our client, for example), we can get a read on WHY they buy, and what messages will resonate with them.
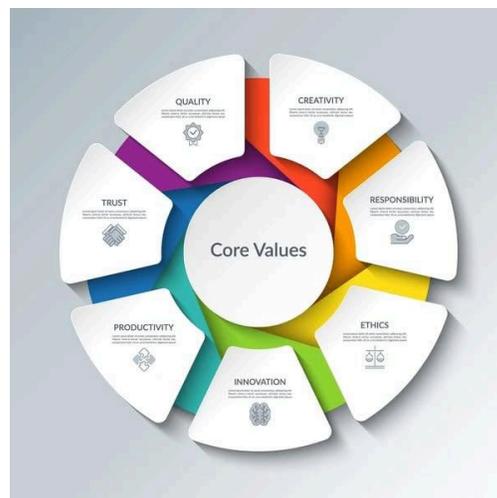
If you can understand what motivates people, if you understand WHY they like a company or WHY they buy certain products and services, you can communicate by addressing those values, and maximize your chance of selling to them.

When you're ready to understand and use valuegraphics data in your marketing, please reach out to me by phone or email.

Thanks for joining me. I hope you understand a little more about this very important set of data.

Until next time, be well and stay healthy & happy!

Very best,

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