h e g
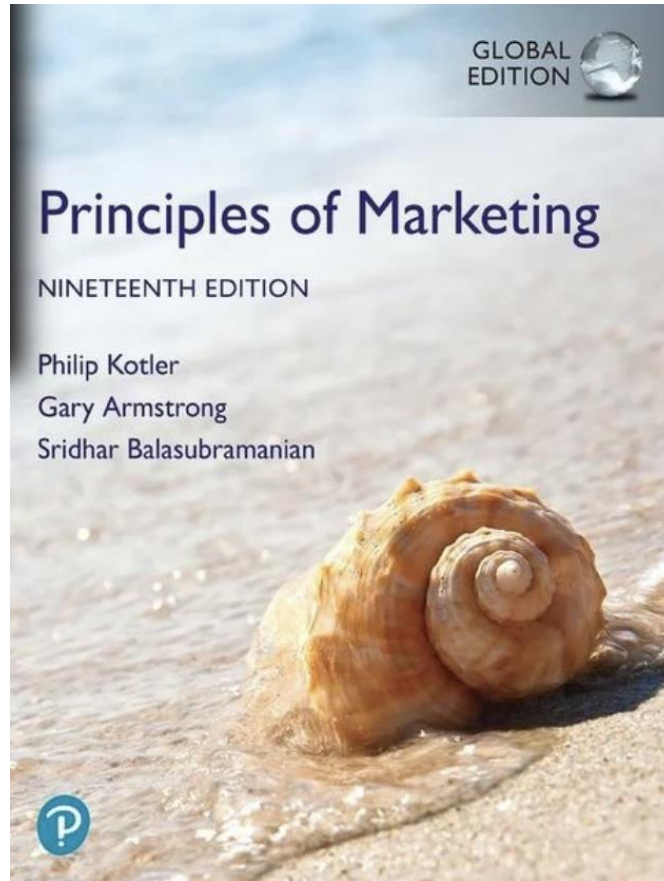
Haute école de gestion
Genève

CHAPTER 7: MARKETING STRATEGY PART 1

SEGMENTATION & TARGETING

Marketing Principles 1

Anna Wehren

Hes·so GENÈVE
Haute Ecole Spécialisée
de Suisse occidentale

Principles of Marketing

Chapter 7

Marketing Strategy Part 1
Segmentation & Targeting

Pearson

Learning Objectives

7-1 Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning.

7-2 List and discuss the major bases for segmenting consumer and business markets.

7-3 Explain how companies identify attractive market segments and choose a market-targeting strategy.
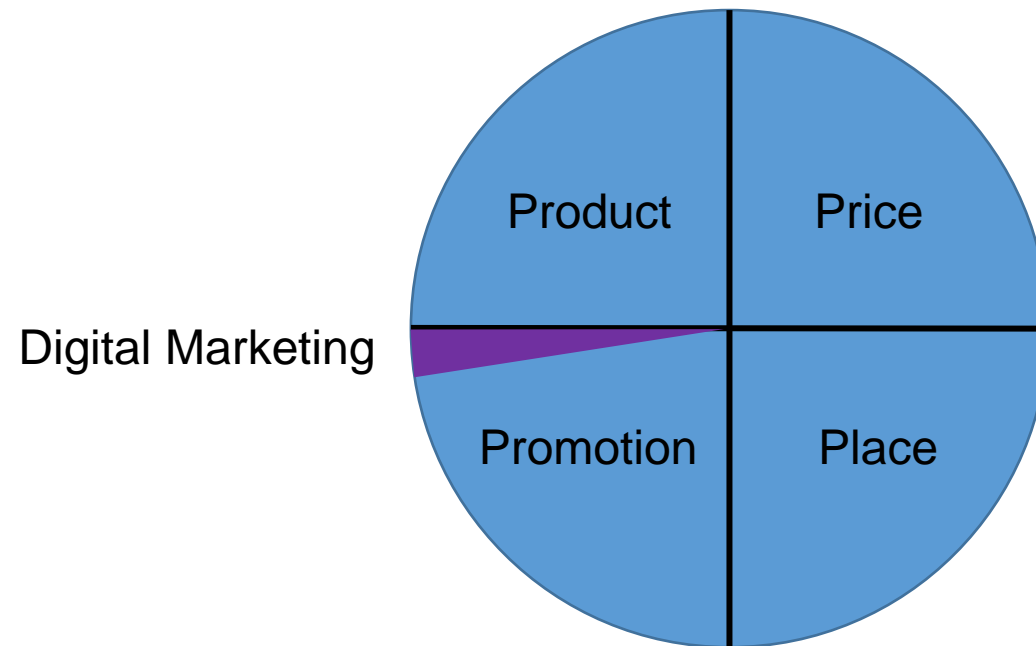
Learning Objective 1

Define the major steps in designing a customer-driven marketing strategy: **market segmentation, targeting, differentiation, and positioning.**
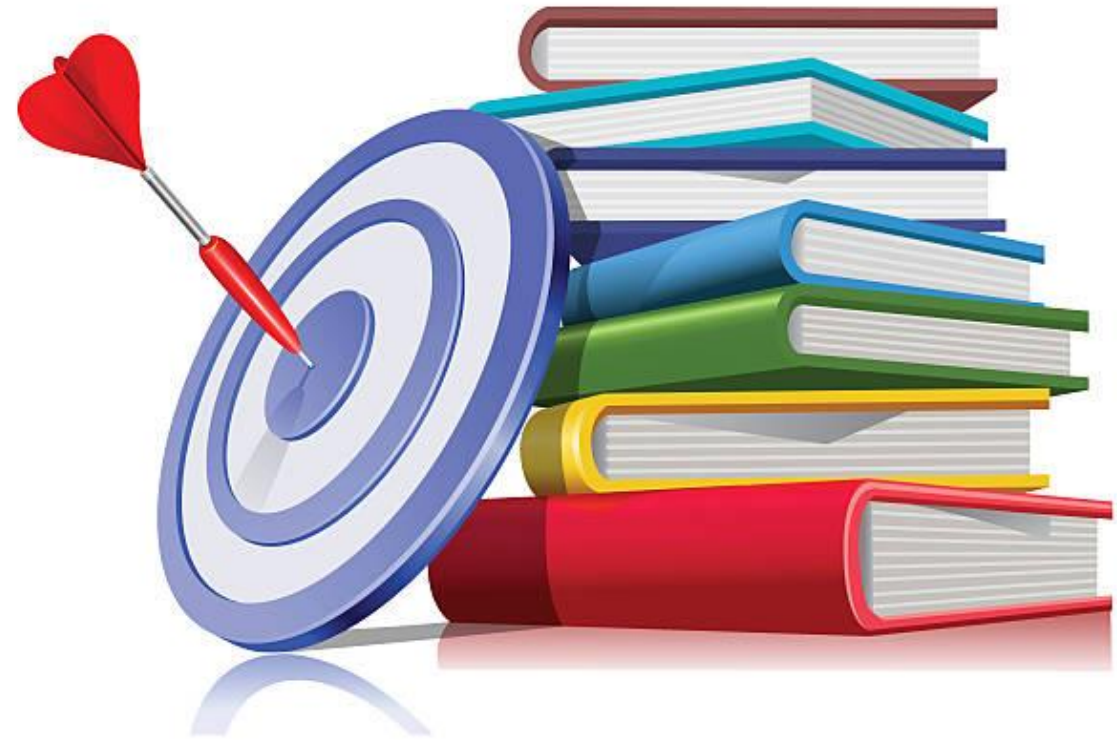
What is Marketing – Context

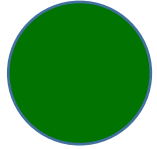The Marketing Mix "Tactics":

What is Marketing – Context

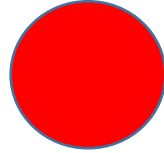**Diagnosis (Analysis)**

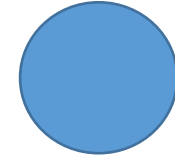**Strategy**

What is Marketing – Context

Diagnosis
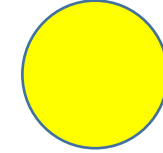- Market Research
- Macro & Micro Environment

Strategy
- **Segmentation**
- **Targeting**
- **Differentiation**
- **Positioning**

Tactics

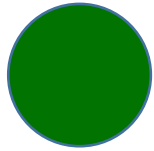Marketing Mix: 4Ps
- Product
- Price
- Place
- Promotion

Results
- Results
- Analysis
- Adapt strategy or marketing mix as needed
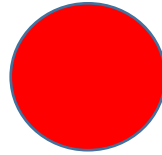
What is Marketing – Context

lululemon

Lululemon: a premium activewear apparel brand with a specific emphasis on yoga.

Diagnosis

Competitive marketplace with many brands offering similar positioning and products.

Strategy

- Narrowed its **targeting** from active individuals interested in all sports to women who were interested in yoga & fitness.
- **Premium positioning** supported by technical fabrics & stylish designs.
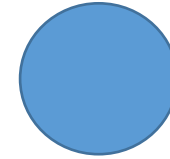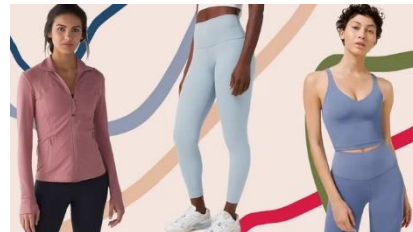
Tactics

- Refined **product** offer based on customer feedback & collaboration with yoga instructors.
- **Promoted** through inclusive and welcome messaging (all ages & body types)
- Higher **price**.
- Built a sense of community by offering yoga classes and events in their stores (**place**) => brand experience
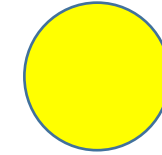
Results

- Leader in the activewear market.
- Strong brand identity thanks to their differentiation in the market.
- Strong brand loyalty thanks to the community approach.
- Over time, the brand has expanded its offerings and reach into other fitness and lifestyle segments while maintaining its core identity.

This the Heart of Marketing Strategy!

Segmentation & Targeting

Defines what customers are you serving.

Positioning & Differentiation

Defines your brand value proposition.

Customer-Driven Marketing Strategy

In concept, marketing boils down to two questions: (1) Which customers will we serve? and (2) How will we serve them? Of course, the tough part is coming up with good answers to these simple-sounding yet difficult questions. The goal is to create more value for the customers we serve than competitors do.

Select customers to serve

Segmentation
Divide the total market into smaller segments

Targeting
Select the segment or segments to enter

Create value for targeted customers

Decide on a value proposition

Differentiation
Differentiate the market offering to create superior customer value

Positioning
Position the market offering in the minds of target customers

Learning Objective 2

List and discuss the **major bases for segmenting** consumer and business markets.
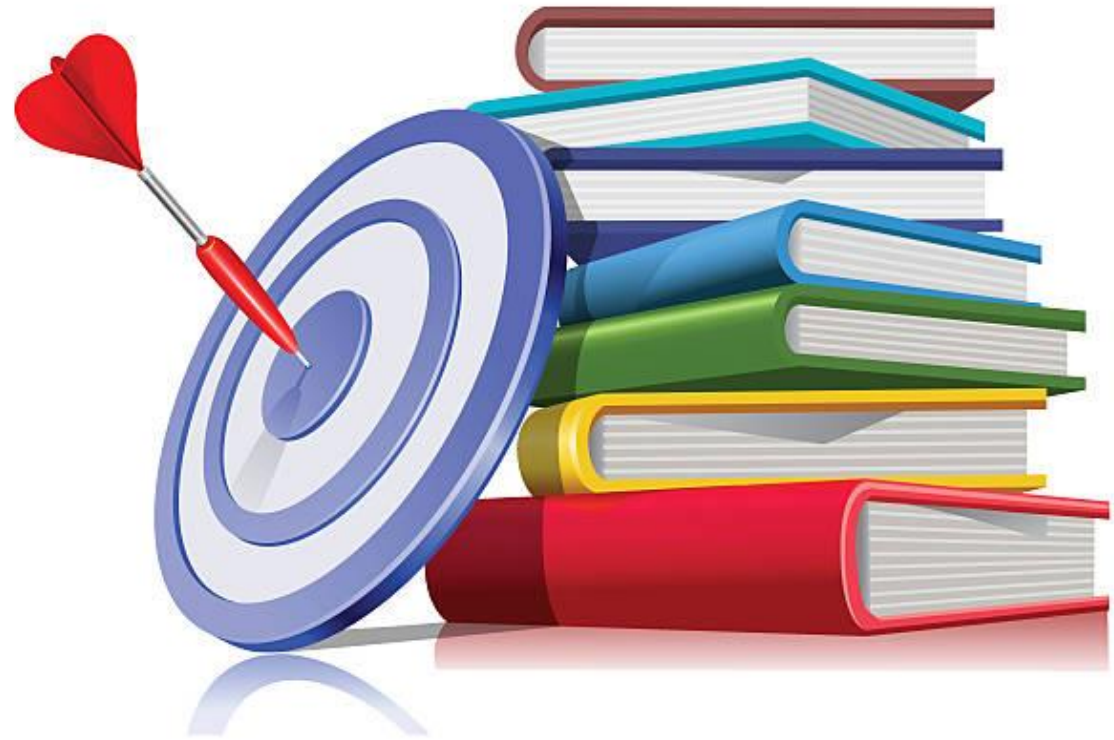
Market Segmentation

Market segmentation means dividing a market into smaller segments with distinct needs, characteristics, or behaviors that might require separate marketing strategies or mixes.

Let's play the segmentation game!

Objective

Invent and present a holiday package to delight your market segment.

Where are they staying?
What activities will they be doing?
How will they get there?
Who will they be going with?
What will they be eating?
What else will delight them?
Etc.

Include a price tag to match their income level $$$.

Rules of the game

- Form teams of 4-5 people
- Each team gets 4 cards (randomly distributed)

Number = Age
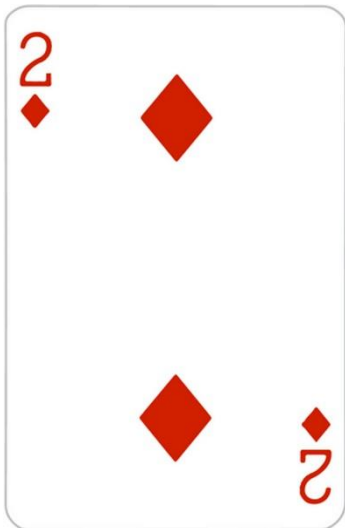
2 = 20s
3= 30s
4 = 40s
5 = 50s
6 = 60s
7 = 70s
8 & 9 = 80+
10 = teenagers

Suit = Income

Diamonds = < 30'000.- CHF

Hearts = 50'000.- CHF

Clubs = 100'000.- CHF

Spades = 500'000.- CHF

Rules of the game

1. You can choose to exchange one card for another at random.
2. You can then choose to exchange one additional card for another of your choice.
3. Choose one of your remaining cards to ignore.
4. Pick one or two targets for your holiday offer from the 3 remaining cards.

Number = Age
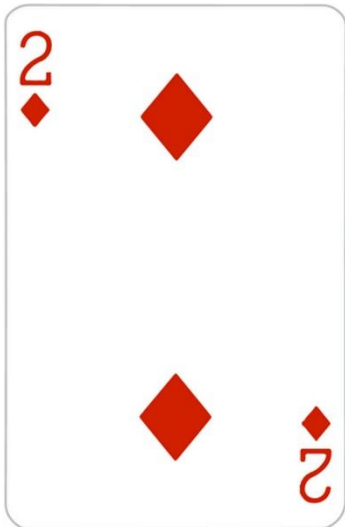
2 = 20s
3= 30s
4 = 40s
5 = 50s
6 = 60s
7 = 70s
8 & 9 = 80+
10 = teenagers

Suit = Income

Diamonds = < 30'000.- CHF

Hearts = 50'000.- CHF

Clubs = 100'000.- CHF

Spades = 500'000.- CHF

Rules of the game

5. Now pick one card from the additional deck to discover the type of holiday you will need to imagine.

Adventure holiday   Relaxing holiday   Discovery holiday

Outcome

Present your target and the holiday choices you have for them in 2-3 minutes.

Market Segmentation

Market segmentation means dividing a market into smaller segments with distinct needs, characteristics, or behaviors that might require separate marketing strategies or mixes.

Enables brands to target specific segments that will respond similarly to a marketing action.

Market Segmentation

- Segmenting consumer markets

- Segmenting business markets

- Segmenting international markets

- Requirements for effective segmentation

Market Segmentation

- Segmenting consumer markets

- Segmenting business markets

- Segmenting international markets

- Requirements for effective segmentation

Market Segmentation

Segmenting Consumer Markets
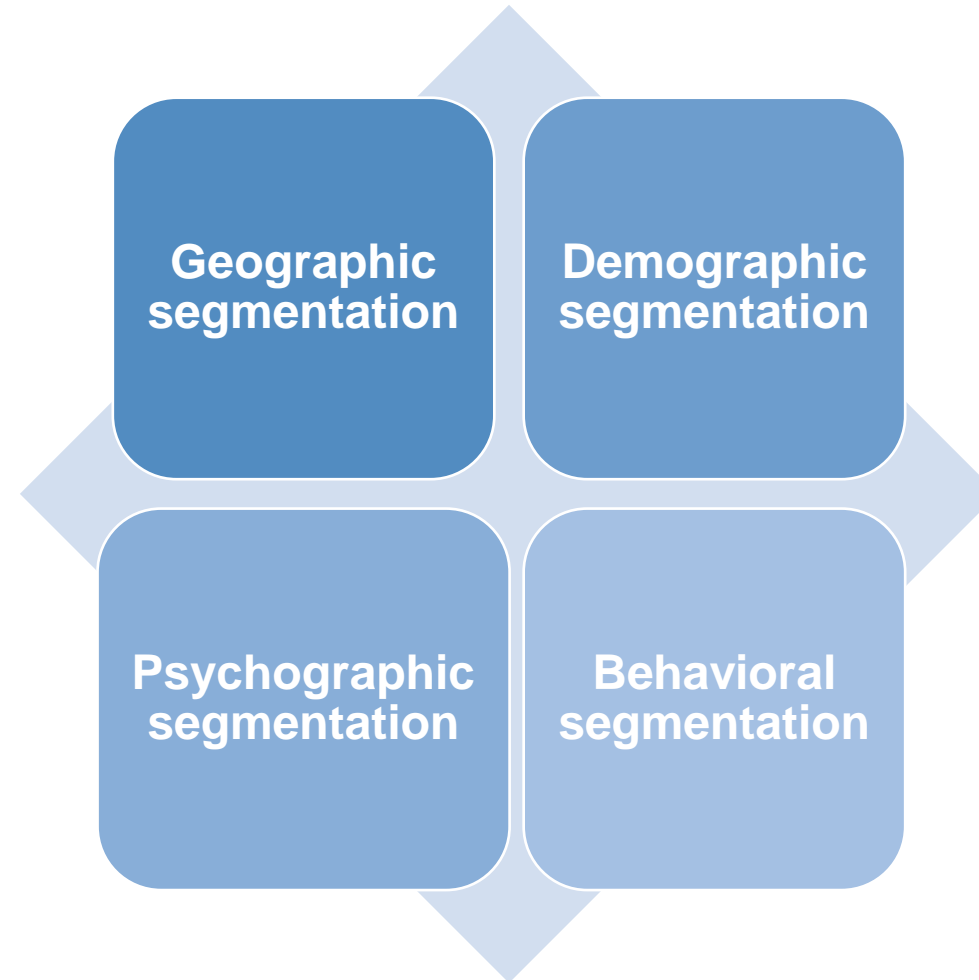
Market Segmentation

Demographic Segmentation

Demographic segmentation divides the market into segments based on variables such as age, life-cycle stage, gender, income, occupation, education, religion, ethnicity, and generation.

Observable, people-based differences.
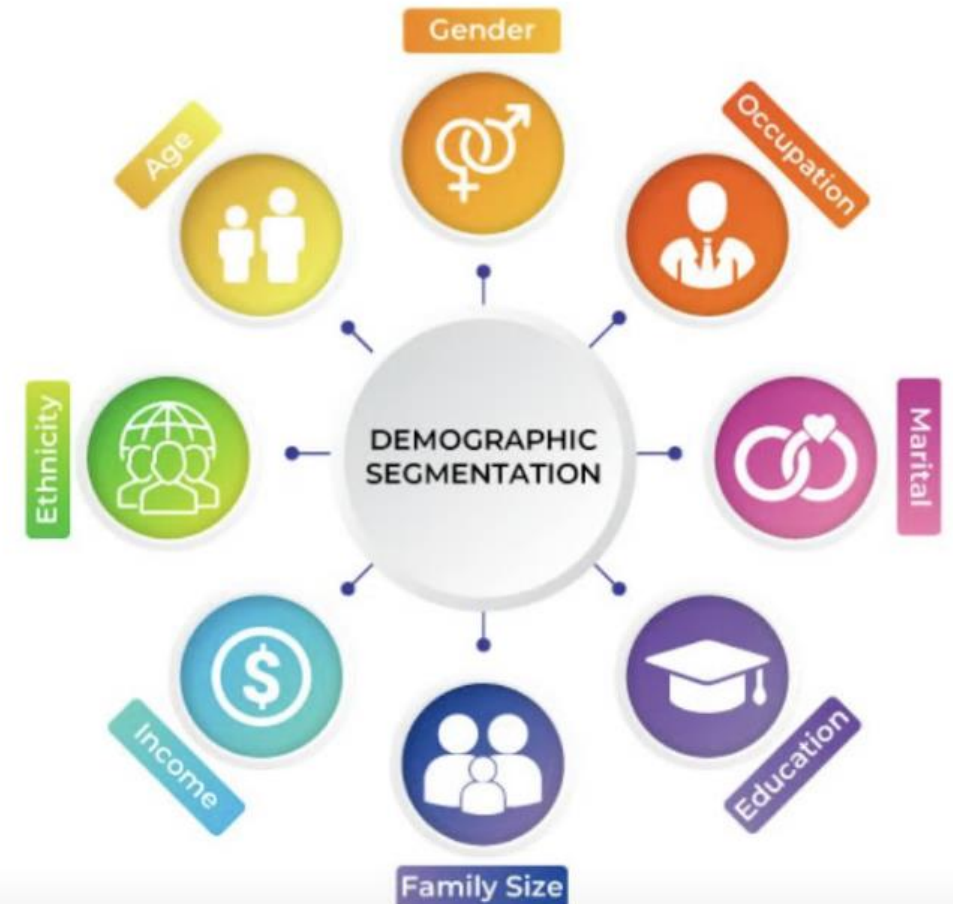
Market Segmentation

Demographic Segmentation

Age and life-cycle stage segmentation divides a market into different age and life-cycle groups.

Gender segmentation divides a market into different segments based on gender.

Income segmentation divides a market into different income segments.
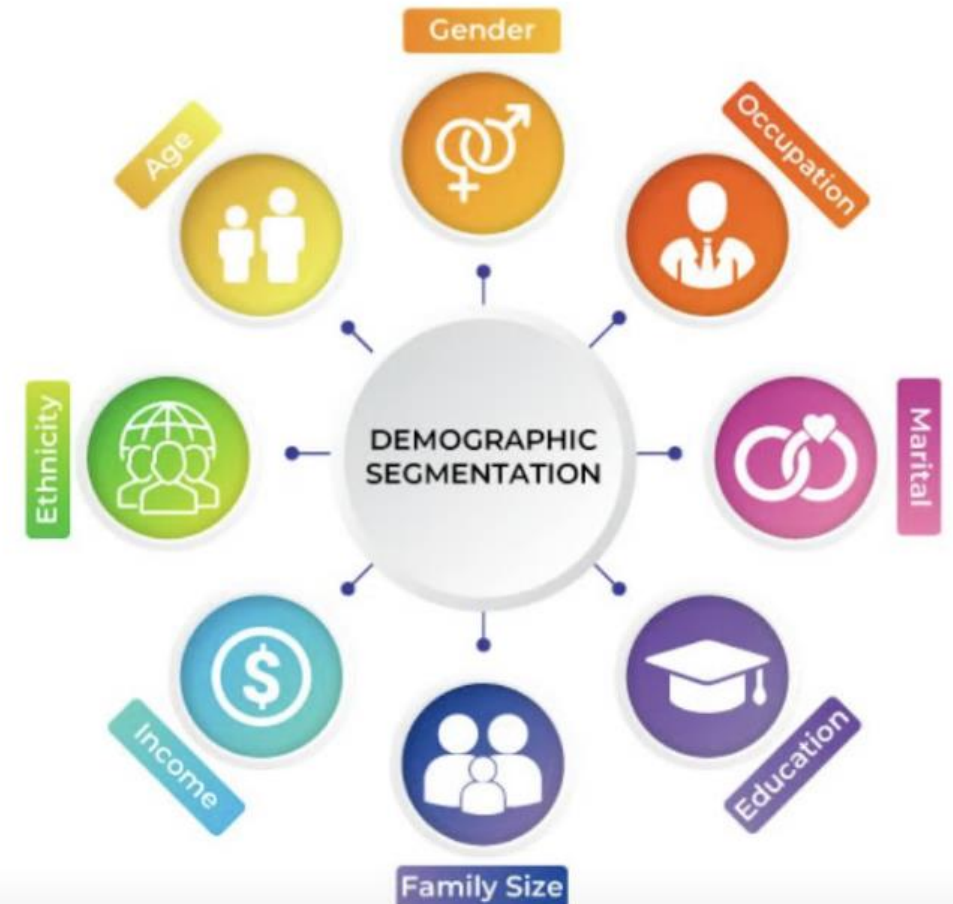
Market Segmentation

Demographic Segmentation

Data is easily accessible and low cost to obtain:

1. Ask your customers directly
2. 2nd or 3rd party data providers
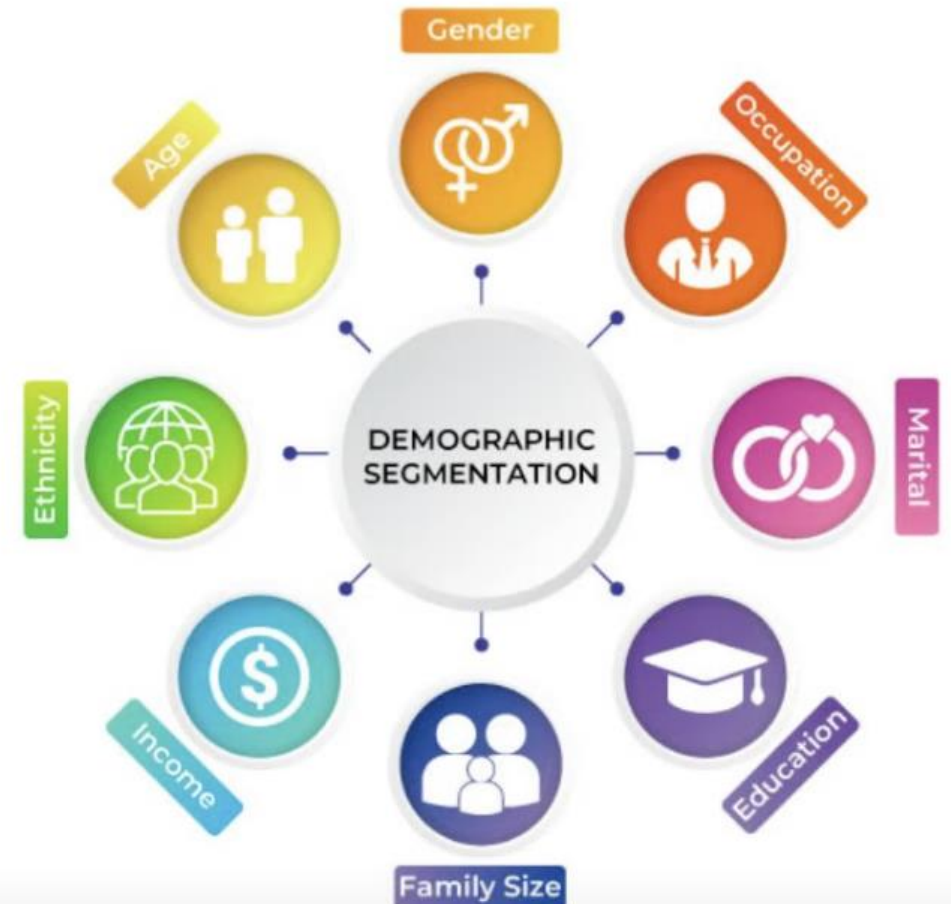
Market Segmentation

Demographic Segmentation

What examples of demographic segmentation can you think of?

Market Segmentation

Demographic Segmentation

Market Segmentation

Demographic Segmentation

- Old fashioned image

- Not appealing to a young male audience

SMELL LIKE A MAN, MAN.
Old Spice

Market Segmentation

Geographic Segmentation

Geographic segmentation divides the market into different geographical units such as nations, regions, states, counties, cities, or even neighborhoods.

Market Segmentation

Demographic Segmentation

A customer's location can help you better understand their needs as well as enable location-specific ads.

1. Country, state, zip code
2. Climate, population density
3. Urban, suburban or rural

Market Segmentation

Demographic Segmentation

What examples of geographic segmentation can you think of?

Market Segmentation

Demographic Segmentation

Market Segmentation

Demographic Segmentation

Japan- specific formula

Market Segmentation

Demographic Segmentation

Market Segmentation

Psychographic Segmentation

Psychographic segmentation divides
a market into different segments based
on social class, lifestyle, interests,
values, beliefs or personality
characteristics.

Market Segmentation

Psychographic Segmentation

Luxury brands look at social status first and then segment based on lifestyles, attitudes or personalities.
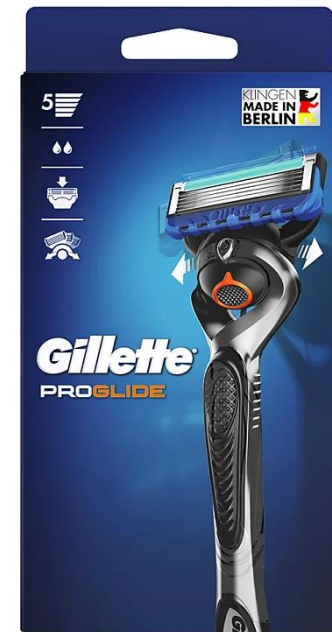
Market Segmentation

Psychographic Segmentation

What examples of psychographic segmentation can you think of?

Market Segmentation

Psychographic Segmentation

Market Segmentation

Psychographic Segmentation

Classic, perfectly conforming within the rules

More daring, edgy, challenging the rules

Relaxed, laid back, not aware of the rules
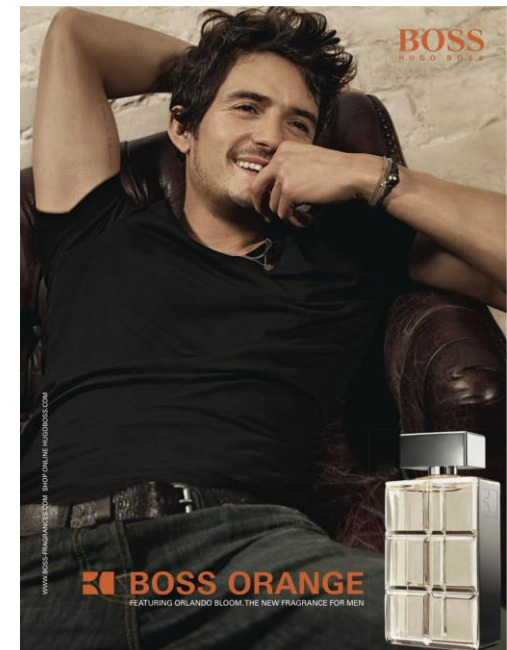
Market Segmentation

Behavioral Segmentation

Behavioral segmentation divides a market into segments based on consumer knowledge, attitudes towards, uses of a product, or responses to a product, service, promotion or brand.

Market Segmentation

Behavioral Segmentation

Behavioral segmentation:

- Purchasing and usage behavior

- Occasion purchasing

- Benefits sought

- Customer loyalty

Market Segmentation

Behavioral Segmentation

What examples of behavioral segmentation can you think of?

Market Segmentation

Behavioral Segmentation: Usage
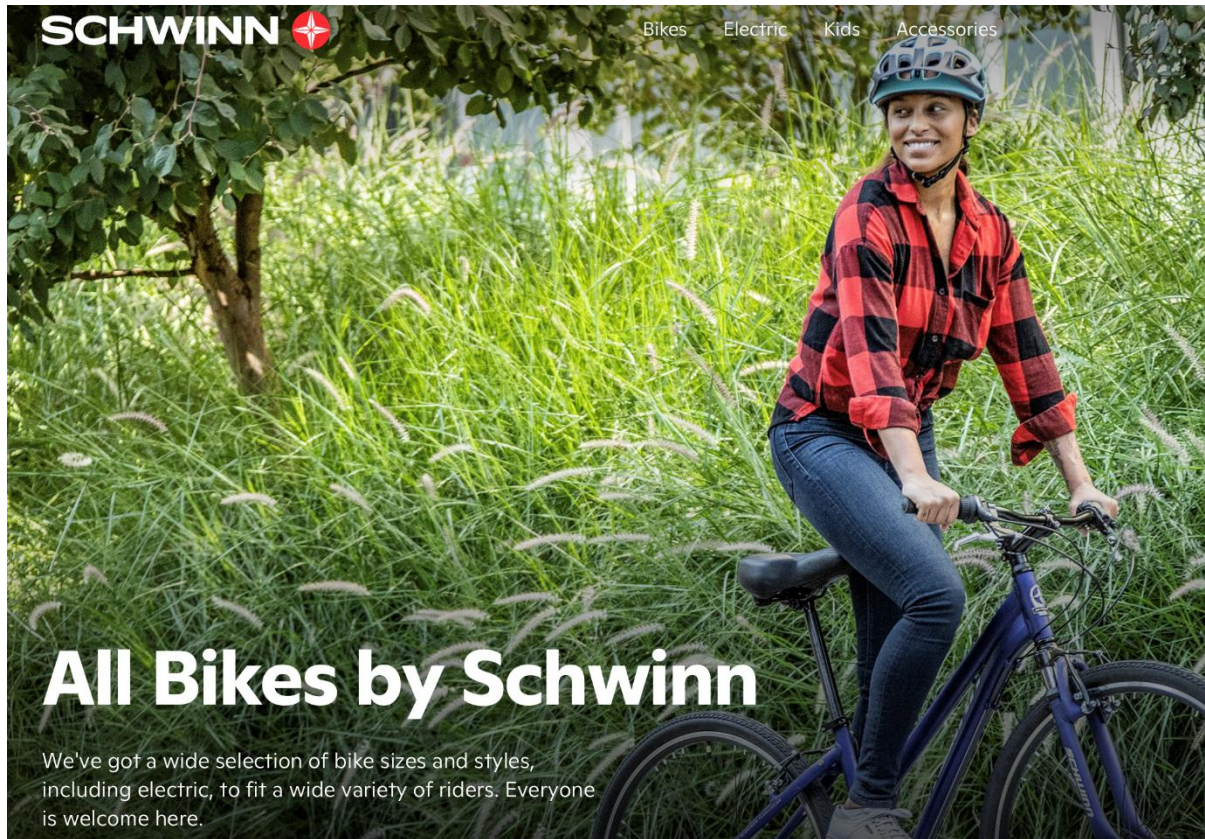
"Everyone is welcome here."

No matter what you are looking for, we've got a line of bikes for you:
1. Cruisers
2. Hybrid
3. Mountain
4. Road
5. Electric
6. Tricycles
7. Kids

Market Segmentation

Behavioral Segmentation: Occasions

Market Segmentation

Behavioral Segmentation: Benefits

- New baby : for newborns
- Baby dry : for dry nights
- Active fit: for learning to crawl
  Easy-Ups: for potty training

Market Segmentation

Behavioral Segmentation: Loyalty

Market Segmentation

Segmenting Consumer Markets

Multiple segmentation is used to identify smaller, better-defined target groups using multiple segments.

Experian's Mosaic USA system classifies U.S. households into one of 71 lifestyle segments and 19 levels of affluence.

● Using Experian's mosaic USA segmentation system, marketers can paint a surprisingly precise picture of who you are and what you might buy. Mosaic USA segments carry colorful names such as Colleges and Cafes, Birkenstocks and Beemers, Bohemian Groove, Hispanic Harmony, Rolling the Dice, Small Town Shallow Pockets, and True Grit Americans that help bring the segments to life.

zeljkodan/Shutterstock

Market Segmentation

Experian's Mosaic USA
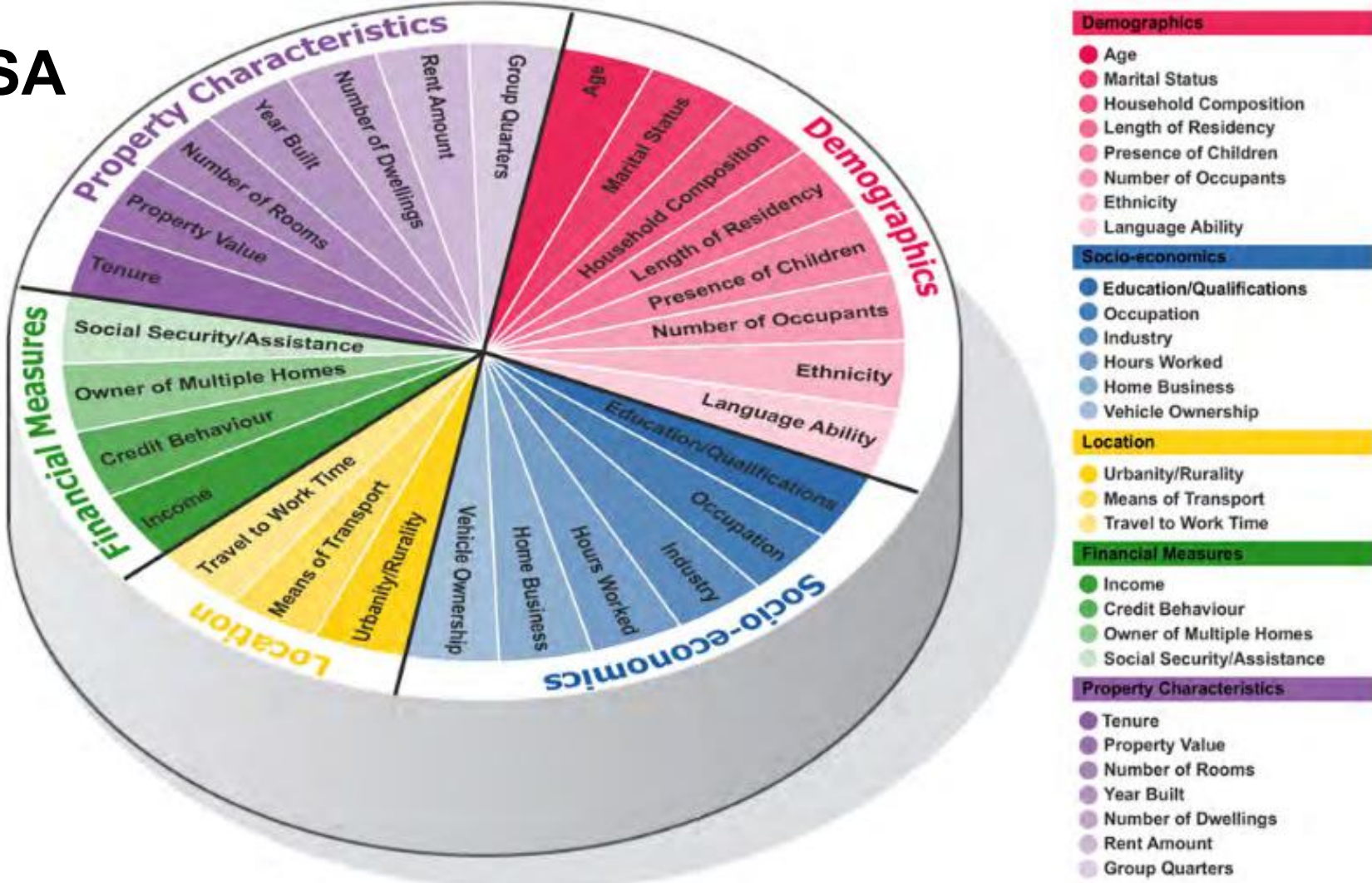
Group	Description	%👤	%🏠	Type	Description	%👤	%🏠
A	Power Elite	6.92	5.19	A01	American Royalty	1.69	1.20
				A02	Platinum Prosperity	1.16	0.97
				A03	Kids and Cabernet	1.40	0.78
				A04	Picture Perfect Families	1.46	0.79
				A05	Couples with Clout	0.67	0.78
				A06	Jet Set Urbanites	0.52	0.67
B	Flourishing Families	7.09	4.25	B07	Generational Soup	1.67	1.09
				B08	Babies and Bliss	2.91	1.36
				B09	Family Fun-tastic	1.54	0.98
				B10	Cosmopolitan Achievers	0.96	0.82
C	Booming with Confidence	8.54	6.65	C11	Aging of Aquarius	3.61	2.85
				C12	Golf Carts and Gourmets	0.53	0.57
				C13	Silver Sophisticates	1.81	1.84
				C14	Boomers and Boomerangs	2.59	1.40
D	Suburban Style	7.18	5.00	D15	Sports Utility Families	2.80	1.59
				D16	Settled in Suburbia	1.42	0.89
				D17	Cul de Sac Diversity	0.76	0.77
				D18	Suburban Attainment	2.21	1.74

Group	Description	%👤	%🏠	Type	Description	%👤	%🏠
E	Thriving Boomers	7.49	6.43	E19	Full Pockets, Empty Nests	1.10	1.48
				E20	No Place Like Home	3.38	2.29
				E21	Unspoiled Splendor	3.01	2.66
F	Promising Families	3.88	3.23	F22	Fast Track Couples	1.53	1.92
				F23	Families Matter Most	2.35	1.31
G	Young City Solos	1.35	2.46	G24	Status Seeking Singles	0.73	1.25
				G25	Urban Edge	0.62	1.21
H	Middle-class Melting Pot	3.43	3.90	H26	Progressive Potpourri	1.31	1.22
				H27	Birkenstocks and Beemers	0.79	1.18
				H28	Everyday Moderates	0.80	0.73
				H29	Destination Recreation	0.53	0.77
I	Family Union	6.72	4.74	I30	Stockcars and State Parks	2.18	1.40
				I31	Blue Collar Comfort	2.00	1.16
				I32	Steadfast Conventionalists	1.30	1.08
				I33	Balance and Harmony	1.24	1.09
J	Autumn Years	6.92	7.35	J34	Aging in Place	2.56	2.64
				J35	Rural Escape	2.53	2.88
				J36	Settled and Sensible	1.84	1.83

Group	Description	%👤	%🏠	Type	Description	%👤	%🏠
K	Significant Singles	3.17	4.64	K37	Wired for Success	0.62	0.89
				K38	Gotham Blend	1.01	1.18
				K39	Metro Fusion	0.33	0.49
				K40	Bohemian Groove	1.20	2.08
L	Blue Sky Boomers	5.65	6.82	L41	Booming and Consuming	0.72	0.99
				L42	Rooted Flower Power	2.52	3.10
				L43	Homemade Happiness	2.41	2.72
M	Families in Motion	5.26	3.13	M44	Red, White and Bluegrass	3.27	1.70
				M45	Diapers and Debit Cards	1.99	1.43
N	Pastoral Pride	4.29	4.77	N46	True Grit Americans	1.32	1.44
				N47	Countrified Pragmatics	0.73	1.16
				N48	Rural Southern Bliss	1.60	1.32
				N49	Touch of Tradition	0.64	0.86
O	Singles and Starters	6.65	9.85	O50	Full Steam Ahead	0.34	0.58
				O51	Digital Dependents	2.04	3.27
				O52	Urban Ambition	0.82	1.23
				O53	Colleges and Cafes	0.51	0.81
				O54	Striving Single Scene	1.06	2.14
				O55	Family Troopers	1.89	1.81

Group	Description	%👤	%🏠	Type	Description	%👤	%🏠
P	Cultural Connections	4.22	5.17	P56	Mid-scale Medley	0.75	1.10
				P57	Modest Metro Means	0.70	0.82
				P58	Heritage Heights	0.42	0.58
				P59	Expanding Horizons	1.41	1.22
				P60	Striving Forward	0.64	0.94
				P61	Humble Beginnings	0.31	0.52
Q	Golden Year Guardians	6.38	9.01	Q62	Reaping Rewards	1.34	1.81
				Q63	Footloose and Family Free	0.36	0.49
				Q64	Town Elders	3.42	4.65
				Q65	Senior Discounts	1.26	2.06
R	Aspirational Fusion	1.81	2.92	R66	Dare to Dream	0.93	1.68
				R67	Hope for Tomorrow	0.88	1.24
S	Economic Challenges	3.04	4.50	S68	Small Town Shallow Pockets	1.08	1.75
				S69	Urban Survivors	1.29	1.62
				S70	Tight Money	0.17	0.28
				S71	Tough Times	0.50	0.84

Market Segmentation

- Segmenting consumer markets
- Segmenting business markets
- Segmenting international markets
- Requirements for effective segmentation

Market Segmentation

Segmenting Business Markets

Consumer and business marketers use many of the same variables to segment their markets.

Business markets can be segmented geographically, demographically (industry, company size), by benefits sought, usage rate or loyalty status.

Market Segmentation

Segmenting Business Markets

In addition to customer demographics, variables to segment business market include:

- Operating characteristics
- Purchasing approaches
- Situational factors
- Personal characteristics

Business Market Segmentation

Customer Demographics	Operating Characteristics	Purchasing Approaches	Situational Factors	Personal Characteristics
Industry Company Size Location	Technology User Status Customer Capabilities	Purchasing Function Power Structure Purchasing Criteria	Urgency Specific Application Size of Order	Buyer-seller Similarity Attitudes toward Risk Loyalty

Market Segmentation

- Segmenting consumer markets

- Segmenting business markets

- Segmenting international markets

- Requirements for effective segmentation

Market Segmentation

Segmenting International Markets

Intermarket segmentation involves forming segments of consumers who have similar needs and buying behaviors even though they are located in different countries (also called **cross-market segmentation**).

Market Segmentation

Segmenting International Markets

Geographic location	Economic factors
Political and legal factors	Cultural factors

Market Segmentation

Segmenting International Markets

Intermarket segmentation assumes that nations close to each other will have common traits and behaviours.

Ex: APAC (Asia Pacific Region), Western Europe, North America

Market Segmentation

- Segmenting consumer markets

- Segmenting business markets

- Segmenting international markets

- Requirements for effective segmentation

Market Segmentation

Requirements for effective segmentation

Measurable	Accessible	Substantial

Differentiable	Actionable

Market Segmentation

Steps to outline your segmentation

1. Define your market

2. Segment your market

3. Understand your market

4. Create your customer segments

5. Test your marketing strategy
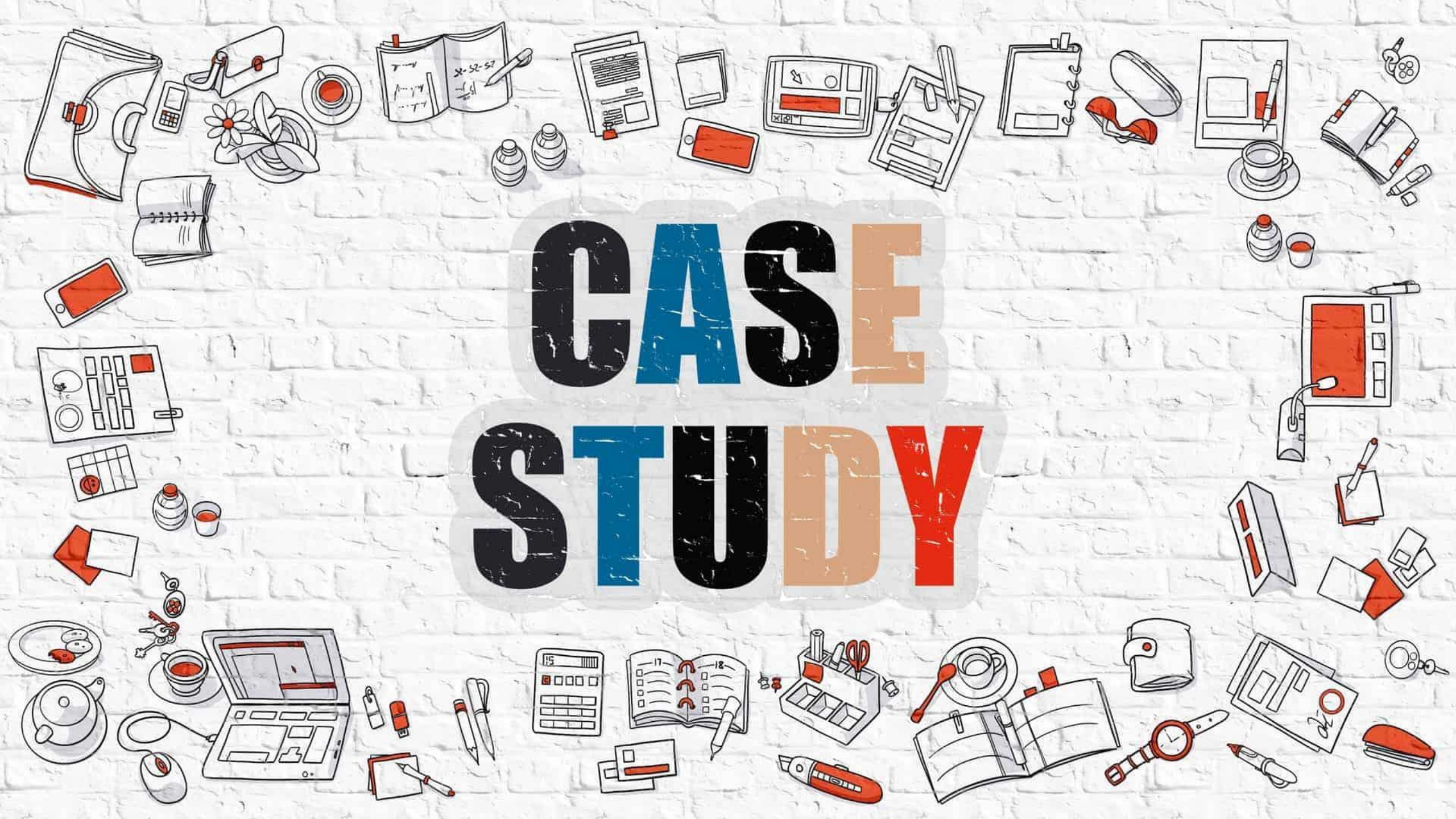
Market Segmentation

Benefits of segmentation

1. Increased resource efficiency

2. Stronger brand image

3. Greater potential for brand loyalty

4. Stronger market differentiation

5. Better targeted advertising

CASE STUDY

Case Study: Car Industry (15 minutes)

- Choose a car brand and create a market segmentation for that brand.

- Think of the 4 different categories of segmentation (demographic, geographic, psychographic & behavorial).

- Define the segment(s) the brand is targeting.

- Showcase how their product portfolio caters to these segments.

Learning Objective 3

Explain how companies identify attractive market segments and **choose a market targeting strategy**.
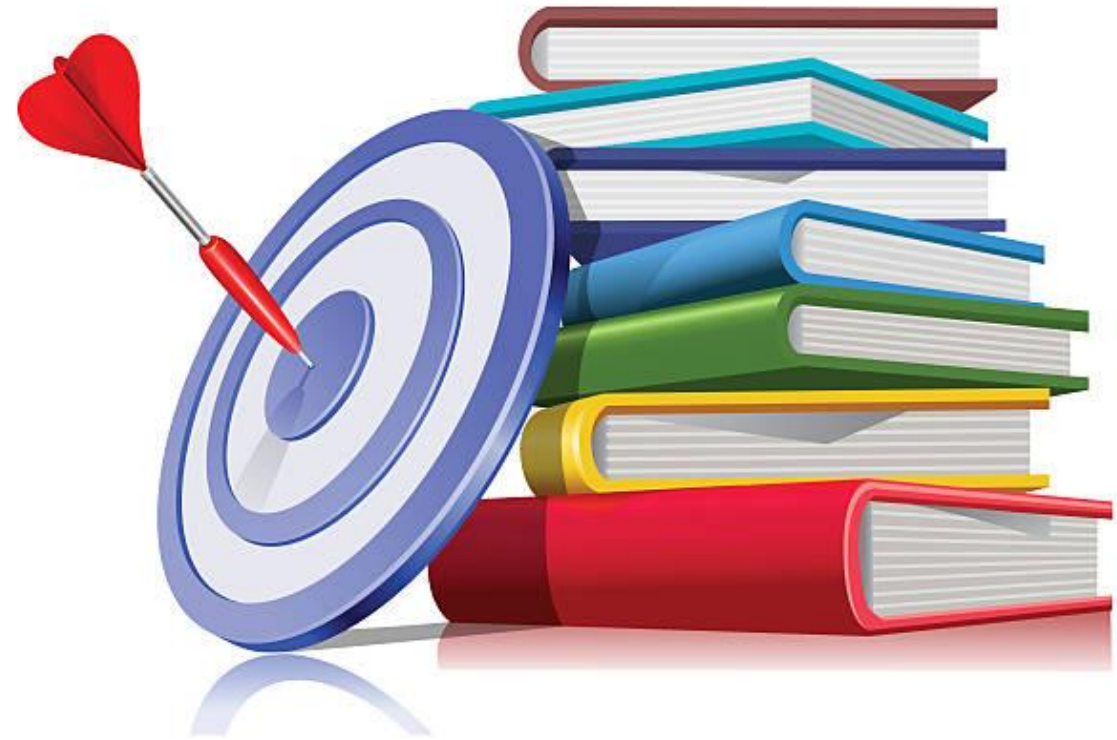
Market Targeting

Selecting Target Market Segments

A **target market** is a set of buyers who share common needs or characteristics that the company **decides to serve**.

Market Targeting

Evaluating Market Segments

How did you decide which segment to target in the segmentation game?

Segmentation Game

The market was segmented demographically: by age and income level.
You then had **to decide on a target** within these segments for your holiday package.

Number = Age
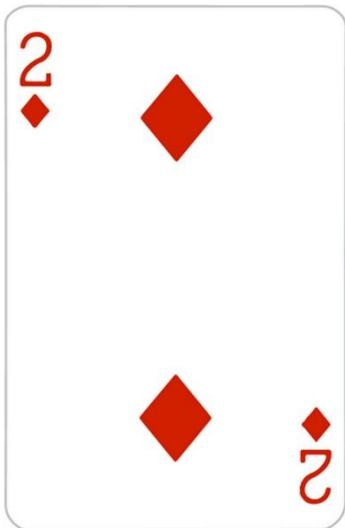
Example:
10 = teenagers
2 = 20s

Young audience looking for fun and adventure.

Suit = Income

Example:
Clubs = 100'000.- CHF
Spades = 500'000.- CHF

A cruise which offers different levels of comfort depending on your income level.

Market Targeting

Evaluating Market Segments

- Segment size and growth *(bigger is not always better!)*

- Segment structural attractiveness (eg. competitive landscape, profitability, suppliers, market variability, product variability...)

- Company objectives and resources (skills, purpose, vision…)
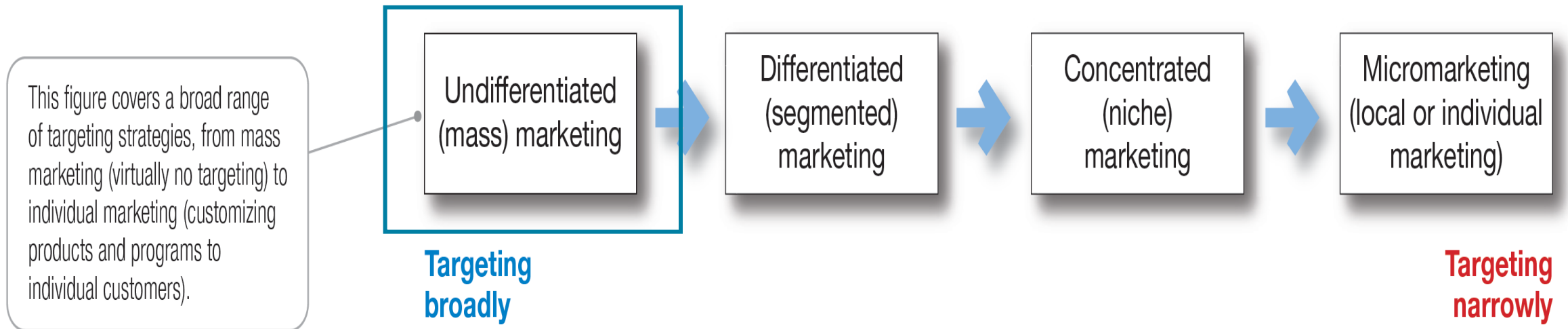
Market Targeting

Evaluating Market Segments

A company should only enter segments in which it can **create superior customer value and gain advantages** over its competitors.

Loyalty

Satisfaction

Customer Value

Benefit

Price

Market Targeting

4 Different Targeting Strategies

Figure 7.2 Market Targeting Strategies

This figure covers a broad range of targeting strategies, from mass marketing (virtually no targeting) to individual marketing (customizing products and programs to individual customers).

Undifferentiated (mass) marketing → Differentiated (segmented) marketing → Concentrated (niche) marketing → Micromarketing (local or individual marketing)

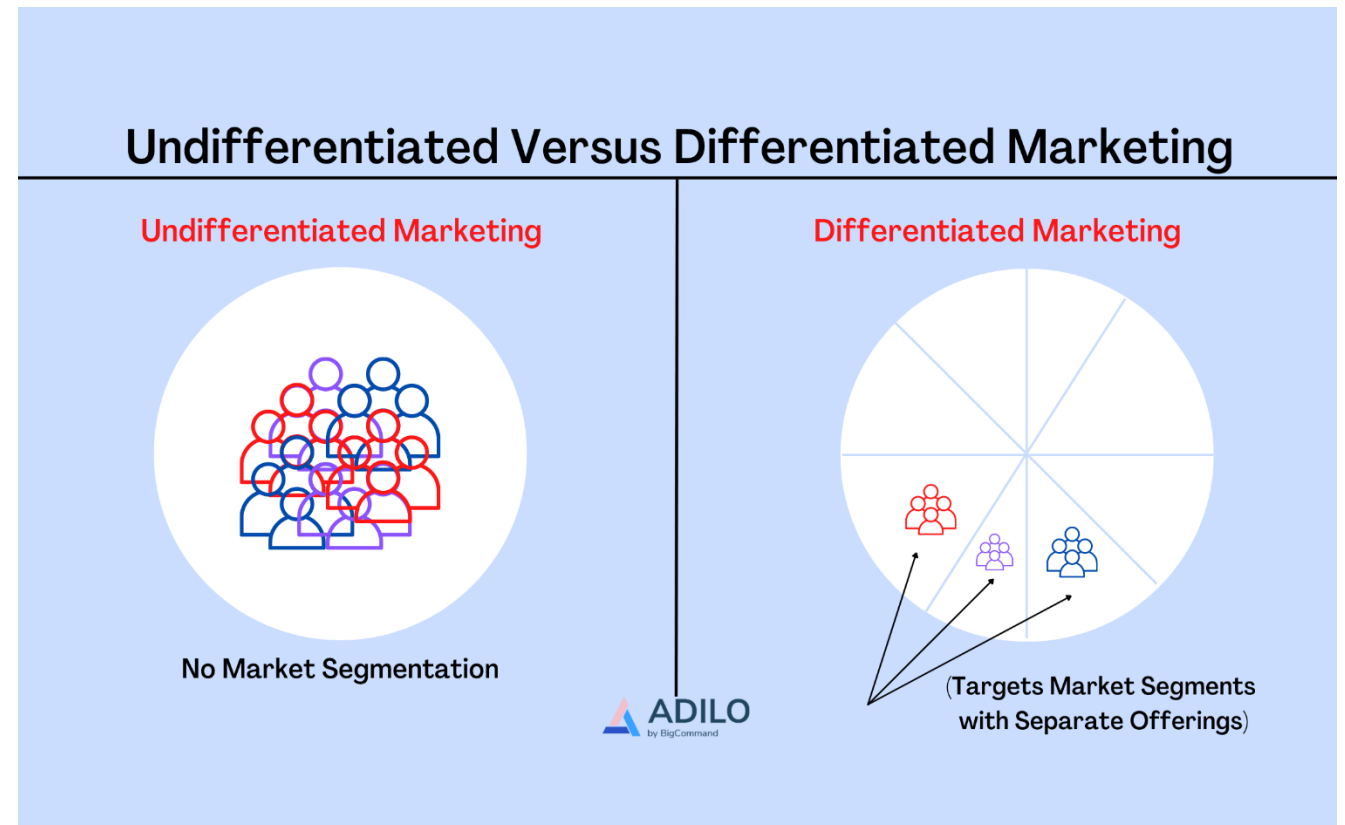**Targeting broadly**

Targeting narrowly

Market Targeting

4 Different Targeting Strategies

Undifferentiated marketing targets the whole market with one offer.

- Mass marketing
- Focuses on **common needs** rather than what's different.

Undifferentiated Versus Differentiated Marketing

Undifferentiated Marketing

No Market Segmentation

Differentiated Marketing

(Targets Market Segments with Separate Offerings)

ADILO
by BigCommand

Market Targeting
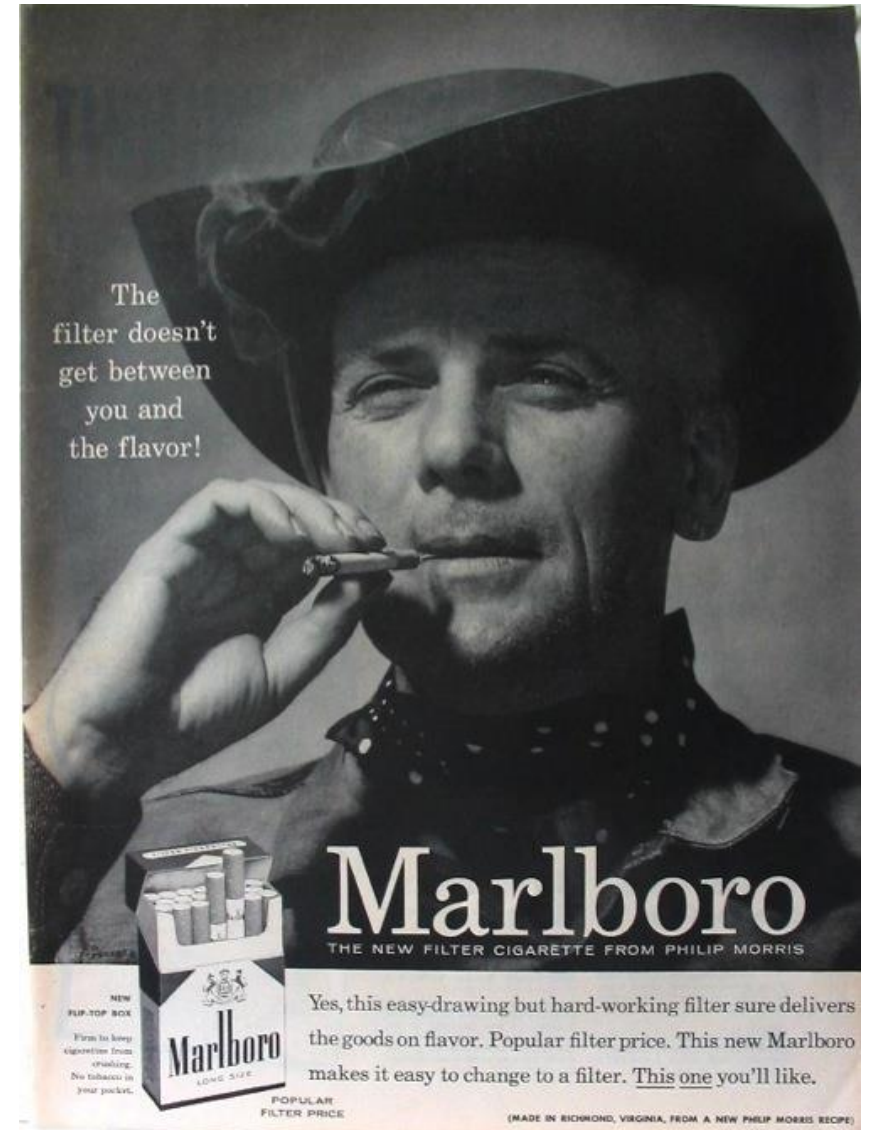
Undifferentiated Marketing

What examples can you think of?
Is this a good strategy?

Market Targeting

Undifferentiated marketing

Most initial marketing in the 50s was undifferentiated, targeting a mass audience with **no differentiation**.

I'M SENDING CHESTERFIELDS to all my friends. That's the merriest Christmas any smoker can have — Chesterfield mildness plus no unpleasant after-taste

Ronald Reagan

see RONALD REAGAN starring in "HONG KONG" a Pine-Thomas Paramount Production Color by Technicolor

Chesterfield CIGARETTES

CHESTERFIELD

CHESTERFIELD *Buy the beautiful "Christmas-card" carton*

Come over for Coke

Here's hospitality everybody understands. Your circle of friends will welcome it.

Keep Coke in the coldest spot in your refrigerator and serve ice-cold... right in the bottle.
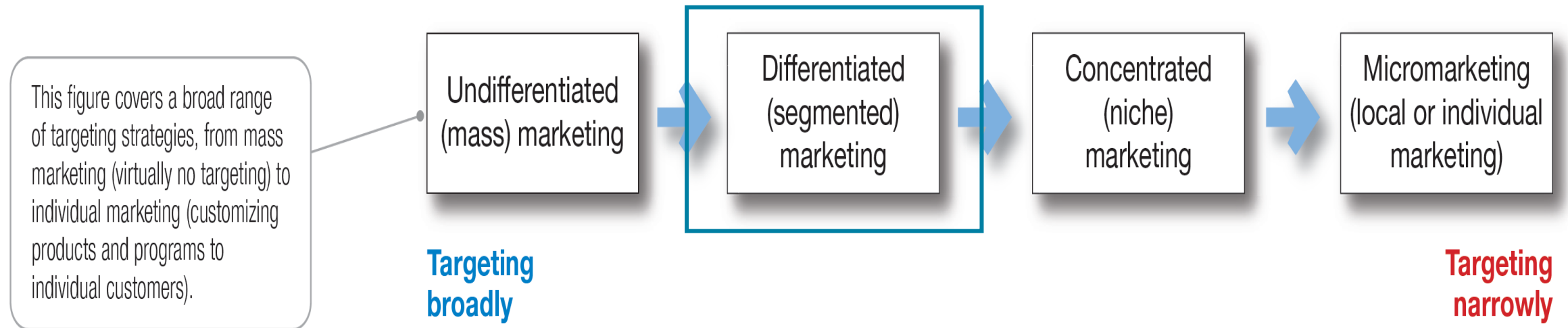
Haut

Market Targeting

Differentiated or
undifferentiated?

Market Targeting

4 Different Targeting Strategies

Figure 7.2 Market Targeting Strategies

This figure covers a broad range of targeting strategies, from mass marketing (virtually no targeting) to individual marketing (customizing products and programs to individual customers).

| Undifferentiated (mass) marketing | → | Differentiated (segmented) marketing | → | Concentrated (niche) marketing | → | Micromarketing (local or individual marketing) |

Targeting broadly

Targeting narrowly

Market Targeting

4 Different Targeting Strategies

Differentiated marketing targets several different market segments and **designs separate offers** for each.

- Goal is to achieve higher sales and stronger position.
- More expensive than undifferentiated marketing.

DIFFERENTIATED MARKETING

Market Targeting

Differentiated Marketing

What examples can you think of?
Is this a good strategy?

Example: P&G laundry detergents

8 different laundry brands targeting different segments.

Differentiated marketing: P&G markets multiple laundry detergent brands, then further segments each brand to service even narrower niches. As a result, it's really cleaning up in the U.S. laundry detergent market, with an almost 60 percent market share.

© Torontonian / Alamy Stock Photo

Biggest & best

Tide
Laundry Products

VISIT SITE ↗

Science-based

Ariel
Laundry Products

VISIT SITE ↗

Odors

Bounce
Dryer Sheets & Fabric Care

VISIT SITE ↗

Safe color

Cheer
Laundry Products

VISIT SITE ↗

Softness

Downy
Fabric Protectors & Softeners

VISIT SITE ↗

Baby

Dreft
Baby Detergent & Laundry Products

VISIT SITE ↗

Value

Era
Laundry Products

VISIT SITE ↗

Ecological

Gain
Laundry & Home Products

VISIT SITE ↗

Example: P&G laundry detergents

Tide: Category reference

Ariel: Need facts & proof

Bounce: Sporty families

Cheer: Care about their clothes

Downy: Families with young kids

Dreft: Families with babies

Era: Families on a budget

Gain: Green/Eco-friendly

Biggest & best	Science-based	Odors	Safe color
Tide	**Ariel**	**Bounce**	**Cheer**
Laundry Products	Laundry Products	Dryer Sheets & Fabric Care	Laundry Products
VISIT SITE ↗	VISIT SITE ↗	VISIT SITE ↗	VISIT SITE ↗

Softness	Baby	Value	Ecological
Downy	**Dreft**	**Era**	**Gain**
Fabric Protectors & Softeners	Baby Detergent & Laundry Products	Laundry Products	Laundry & Home Products
VISIT SITE ↗	VISIT SITE ↗	VISIT SITE ↗	VISIT SITE ↗

Market Targeting

Selecting Target Market Segments

Figure 7.2 Market Targeting Strategies

This figure covers a broad range of targeting strategies, from mass marketing (virtually no targeting) to individual marketing (customizing products and programs to individual customers).

Undifferentiated (mass) marketing → Differentiated (segmented) marketing → Concentrated (niche) marketing → Micromarketing (local or individual marketing)

Targeting broadly

Targeting narrowly

Market Targeting

Selecting Target Markets

Concentrated Marketing (or Niche Marketing) targets a large share of a smaller market.

(But can also be part of a larger market*)

- Limited company resources
- Knowledge of the market
- More effective and efficient

*e.g: Targeting the socks market within the larger clothes market

Concentrated marketing: Innovative nicher Stance Socks thrives in the shadows of larger competitors.
Stance, Inc.

lululemon

From differentiated marketing:
active individuals interested in all sports

To concentrated (niche) marketing:
women interested in yoga

WE EXIST TO CELEBRATE HUMAN ORIGINALITY

Shop Marvel

Shop Men's Underwear

New

BUTTER BLEND 3 PACK

€37,99

New

TIS THE SEASON 3 PACK

€35,99

New

THE GRINCH

€15,99

New

DEADPOOL SWEATER

€19,99

JACKS BACK

€17,99

STITCHES

€15,99

HOLIBLAZE

€14,99

OOGIE BOOGIE

€17,99

SANTARCHY

€15,99

ITS SNOW LIT

€12,99

New

STRANGER THINGS SWEATER

€19,99

PRANCER

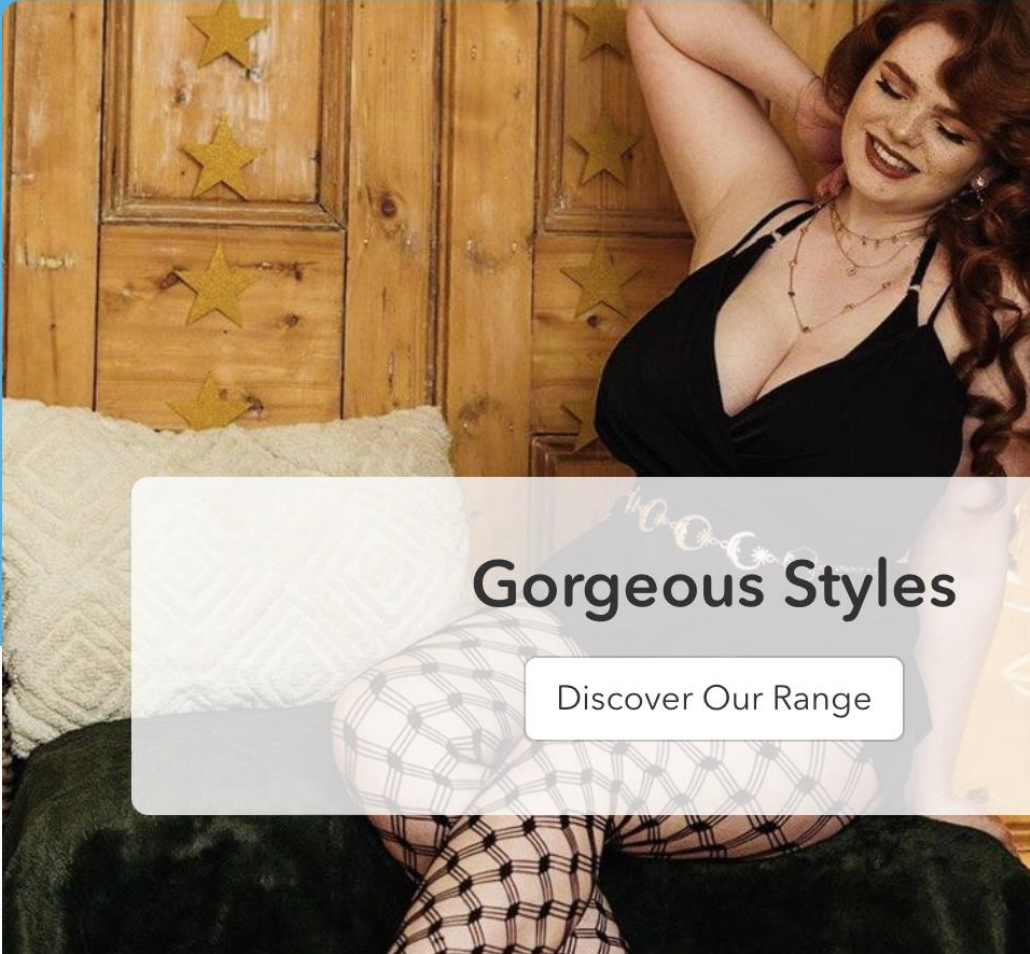€14,99

New

New

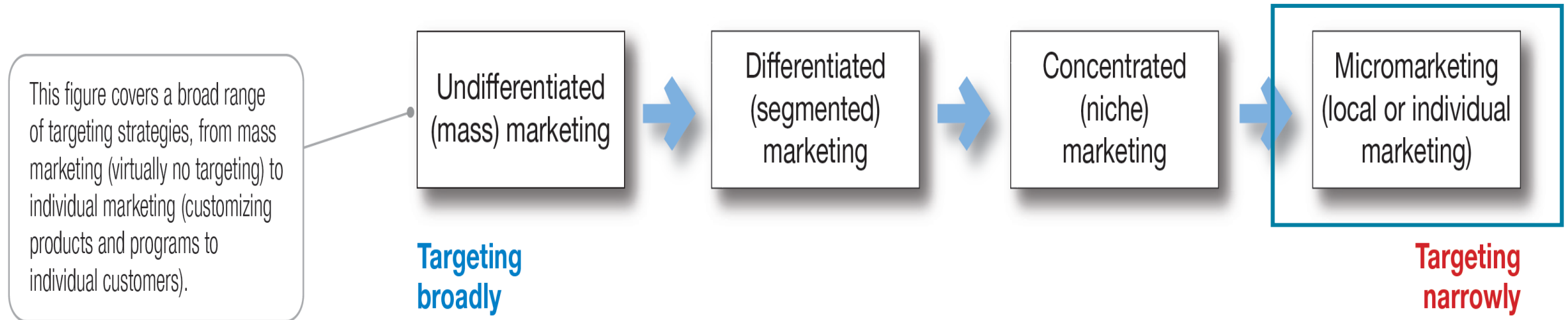FREE Shipping On Orders Over €100

We've Got Your Size

Size 32 to 64

Gorgeous Styles

Discover Our Range

Market Targeting

Selecting Target Market Segments

Figure 7.2 Market Targeting Strategies

This figure covers a broad range of targeting strategies, from mass marketing (virtually no targeting) to individual marketing (customizing products and programs to individual customers).

Undifferentiated (mass) marketing → Differentiated (segmented) marketing → Concentrated (niche) marketing → Micromarketing (local or individual marketing)

Targeting broadly

Targeting narrowly

Market Targeting

Selecting Target Market Segments

Micromarketing is the practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations.

- Individual marketing
- Local marketing

MICRO MARKETING

Market Targeting

Selecting Target Markets

Individual marketing involves tailoring products and marketing programs to the needs and preferences of individual customers.

Also known as:

- One-to-one marketing
- Mass customization

Individual marketing: The Rolls-Royce Bespoke design team works closely with individual customers to help them create their own unique Rolls-Royces. "Outside of compromising the safety of the car—or disfiguring the Spirit of Ecstasy—we won't say no."

Associated Press

Market Targeting

Micro Marketing

What examples can you think of?
Is this a good strategy?

EMILIE

37

Select Pattern

COLOR PATTERN ICON TEXT

MINI SIDE SCUTTLES

Market Targeting

Selecting Target Market Segments

Local marketing involves tailoring brands and promotion to the needs and wants of local customer segments.
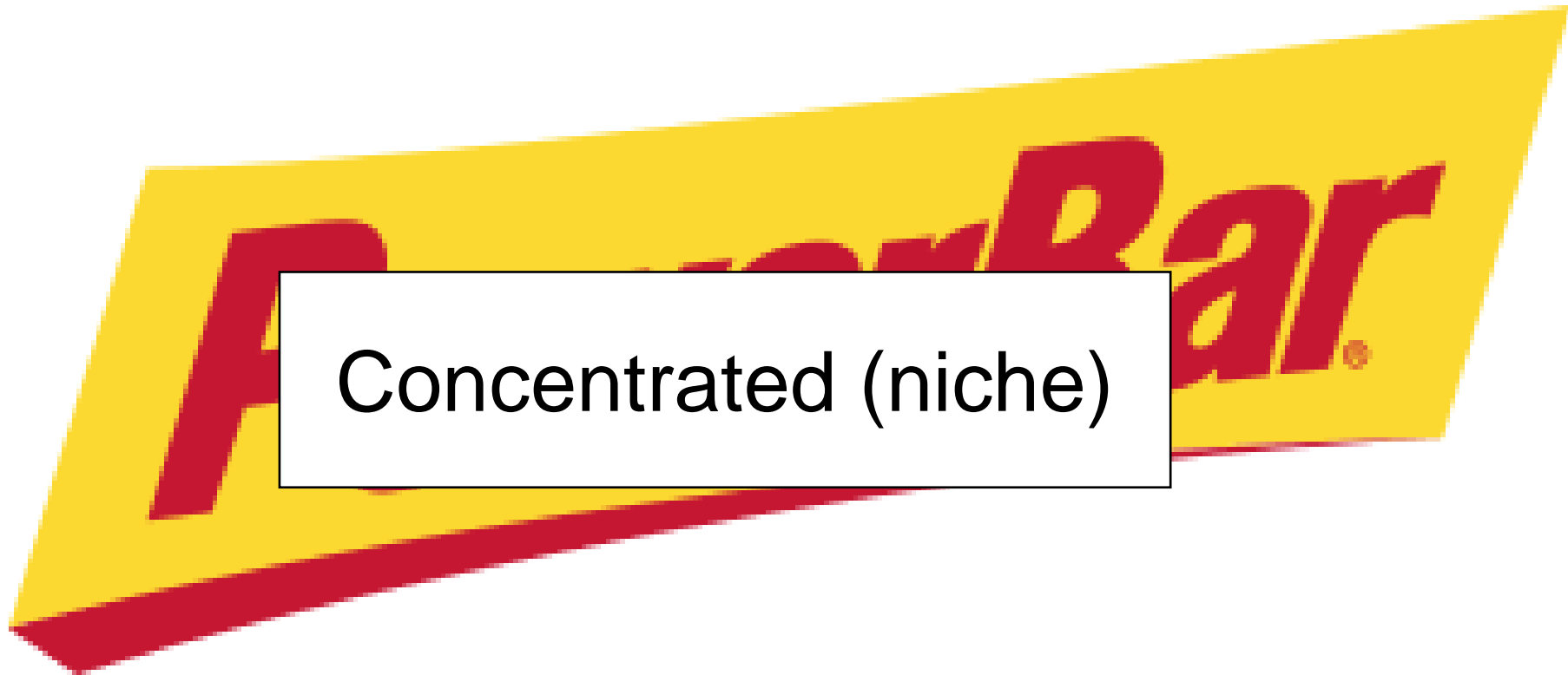
- Cities
- Neighborhoods
- Stores

Examples

Undifferentiated, differentiated, concentrated, individual/local

Differentiated

Examples

Undifferentiated, differentiated, concentrated, individual/local

Concentrated (niche)

Examples

Undifferentiated, differentiated, concentrated, individual/local

Differentiated

Examples

Undifferentiated, differentiated, concentrated, individual/local

Undifferentiated

Examples

Undifferentiated, differentiated, concentrated, individual/local

Concentrated (niche)

Examples

Undifferentiated, differentiated, concentrated, individual/local

Local / Individual

Key Take-Aways

- Segmentation/Targeting & Differentiation/Positioning are the heart of marketing strategy.

- There are 4 ways of segmenting a consumer market:
  - Demographic
  - Geographic
  - Psychographic
  - Behavioral

- 4 market targeting strategies: Mass, Differentiated, Niche or Micro.

SEE YOU NEXT WEEK