



Market segmentation



Targeted Marketing



■ ■ **Segmentation**

■ ■ **Targeting**

■ ■ **Positioning**

Market Segmentation

- **Market fragmentation in to the segments.**
- **Market segment is a group of customers with the same needs, characteristics or behavior.**
- **Each segment may require a different marketing mix.**



Limited resources, unlimited wishes...





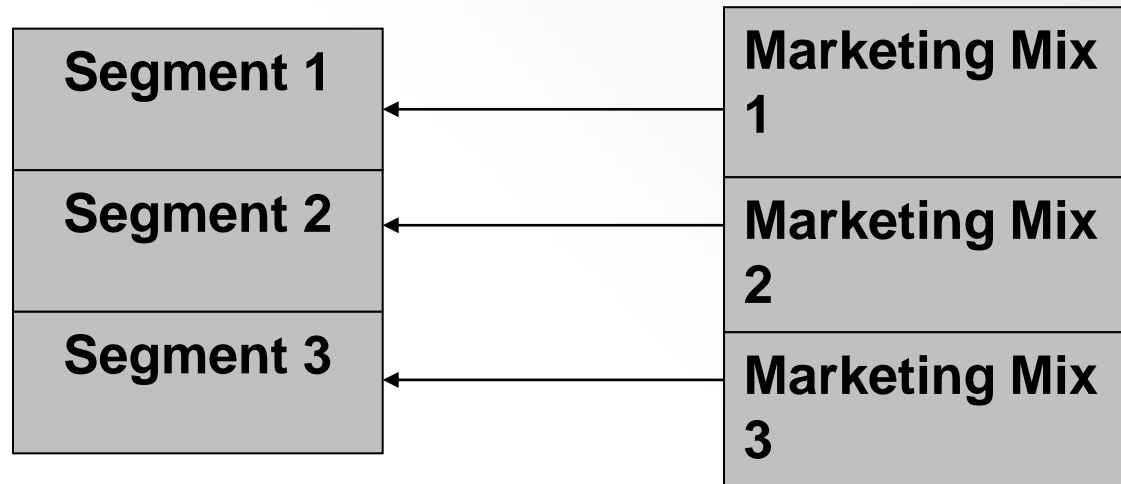
Marketing Strategy



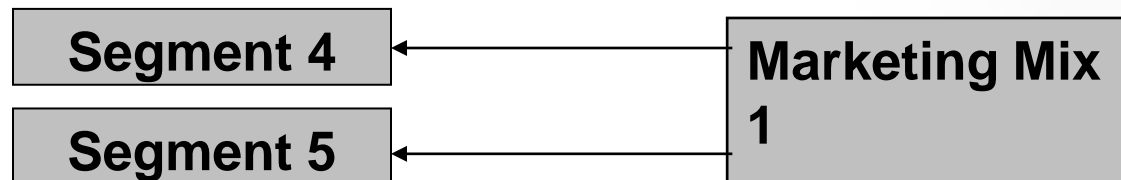
Undifferentiated strategy



Differentiated strategies



Concentrated strategy





Segmentation Criteria

- **Geographical criteria**
- **Demographic criteria**
- **Socio-economic criteria**
- **Psychological criteria**
- **Behavioral criteria**

Geographic Segmentation



- **Continent**
- **Group of States**
- **Countries**
- **Regions**
- **District**
- **Climate**
- **Size of the city**



Cars in Europe



■ Scandinavia

■ Northwest

VB, Iceland, Belgium, Netherlands

■ Center

Germany, Switzerland, part of Eastern Europe

■ West

Francophone countries

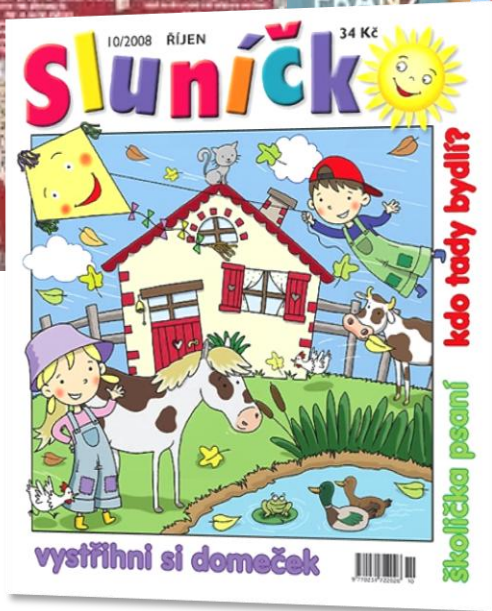
■ South



Demographic Segmentation

- Age
- Sex
- Sexual orientation
- Family size
- The life-cycle
- Income
- Occupation
- Education
- Denomination
- Race
- Nationality
- Social class







Psycho-graphic Segmentation



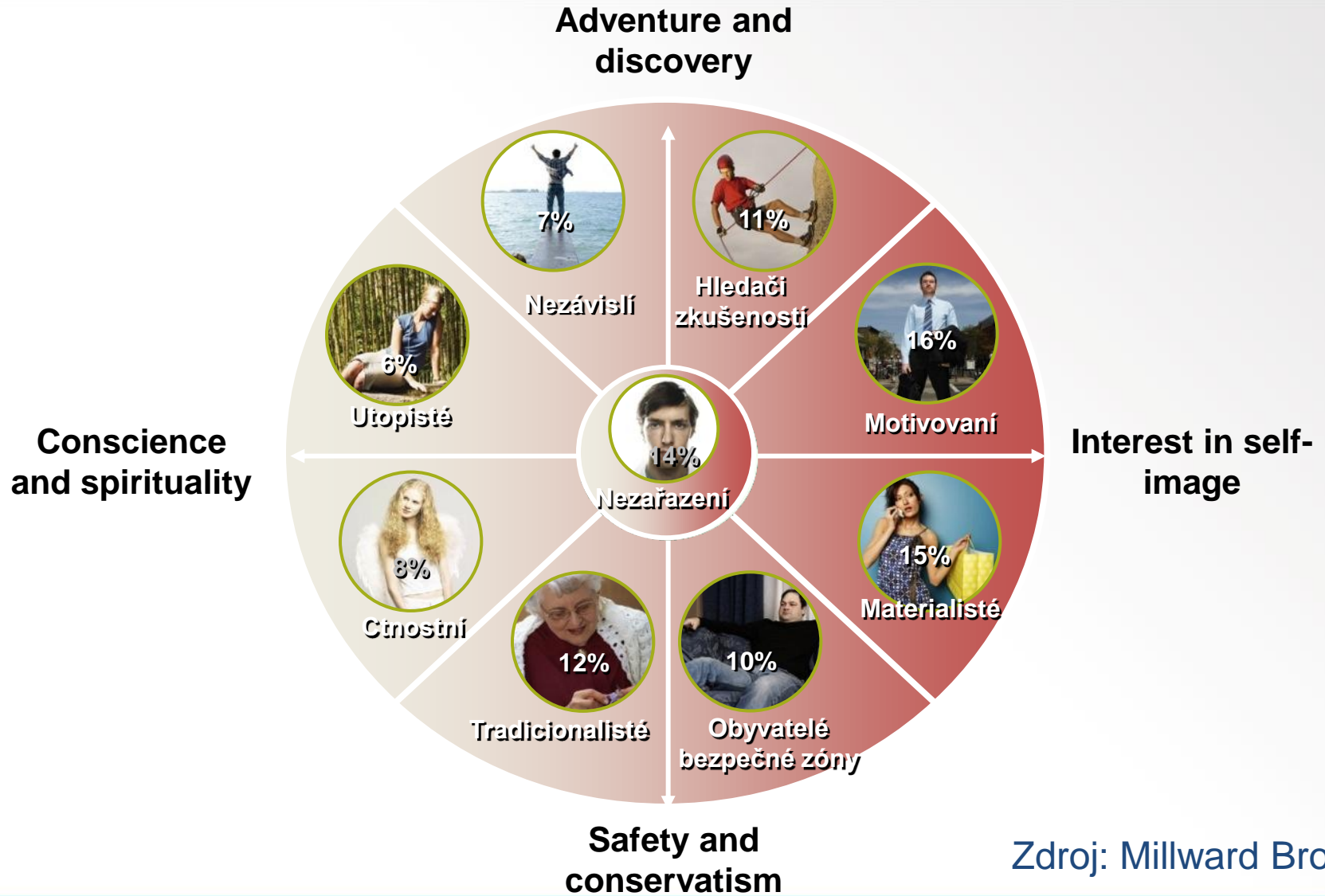
■ Lifestyle

■ Personality

■ Values



Segmentation by lifestyle



Zdroj: Millward Brown

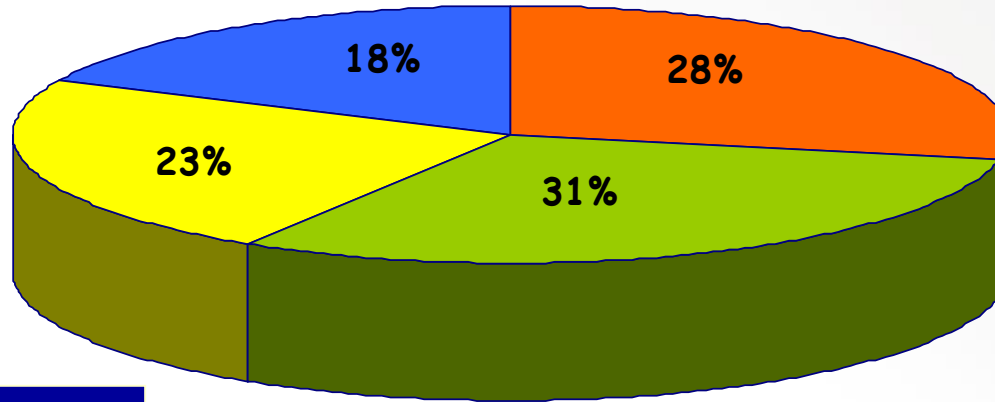
Segmentation of Czech children



shy



„MATERIALIST“



Hedonic and Individualist



„ALTRUISTI“





Behavioral Segmentation



- Shopping opportunities

- The opportunity to use

- The expected benefits

- User status

- Frequency of use

- Loyalty status

- Ready to buy

- The attitude towards the product





Segmentation Rules



■ The market segment must be

Internally homogeneous

Externally heterogeneous

Accessible

Sufficiently large







Segmentation on B2B Markets



- **Branch**
- **Company size**
- **Technology**
- **Locality**
- **The expected benefits**
- **Frequency of use**
- **Loyalty status**



Targeted Marketing



■ ■ **Segmentation**

■ ■ **Targeting**

■ ■ **Positioning**



Targeting



■ Targeted advertising is a type of advertising whereby advertisements are placed so as to reach consumers based on various traits such as demographics, purchase history, or observed behavior.



⬅ Segmentation - what we'll get? ➡

- Customer satisfaction
- Growth in profits
- Better position to compete
- Better position for distributors
- Restrictions on competition