

Introduction

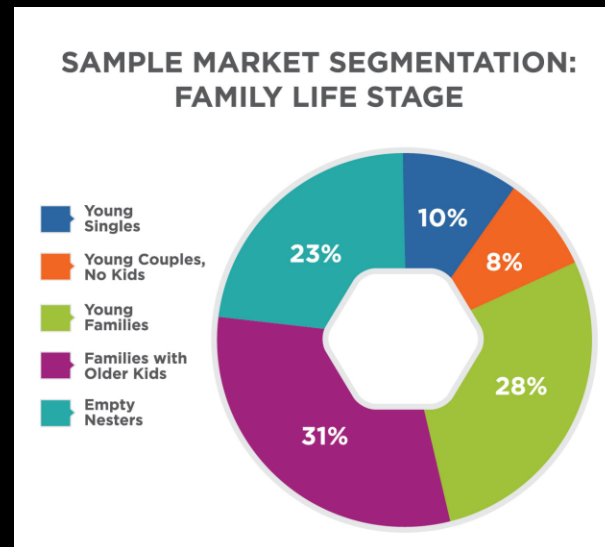
- Market segmentation
- Types of segmentation and characteristics
- learning outcome 3: Demonstrate proficiency regarding social media.
- What is Market segmentation(2.16 mins)

Market segmentation

- Challenged mass market
- Groupings of customers with different wants/needs
- Clustering of customers
- Three advantages
 - Marketers think of the customer
 - Research customer needs
 - Dialogue with customer

Stages of Segmentation

- Establish criteria for segmenting market
- Detailed information on customer characteristics
- Substantial enough to market to
- Characteristics of the groups identified and analysed



Examples of multiple segmentation

- Geographical
- Demographic
- Brand loyalty segmentation
- Usage level segmentation
- Product segmentation
- Benefit segmentation
- Lifestyle segmentation
- Market niche
- Psychographic segmentation – cultural attitude and psychological type
- E.g. McDonalds Market Segmentation

Bibliography

- Kim, C.M. (2016) *Social Media Campaigns*. London, Routledge.
- McStay, A. (2016) *Digital Advertising*. London, Palgrave.