

# Behavioral, Geographical, and Situational Market Segmentation Strategy



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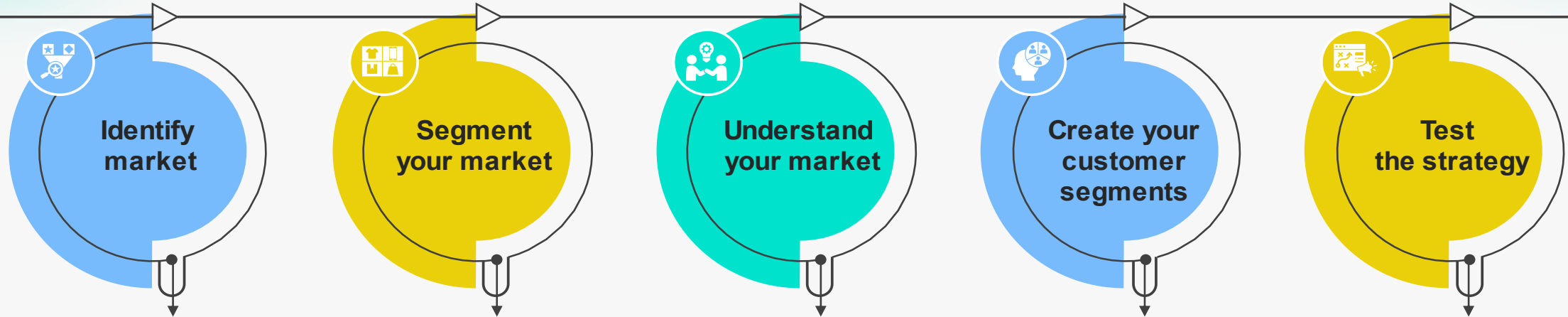
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# Market segmentation strategic development process

The purpose of this slide is to showcase the development process of creating small segments within a large market. The steps include identify market, segment market, understand your market, create customer segments and test the strategy



- Identify customers to sell specific products and services
- For e.g. (beauty products company focus on women more than males)
- Add text here

- Assess the need for a particular product or service
- Set segment criteria i.e. demographic, geographic, behavioral, situational
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- Evaluate your current position in the market
- Conduct preliminary research surveys
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- Segment customers based on age, gender, hobbies, lifestyle etc
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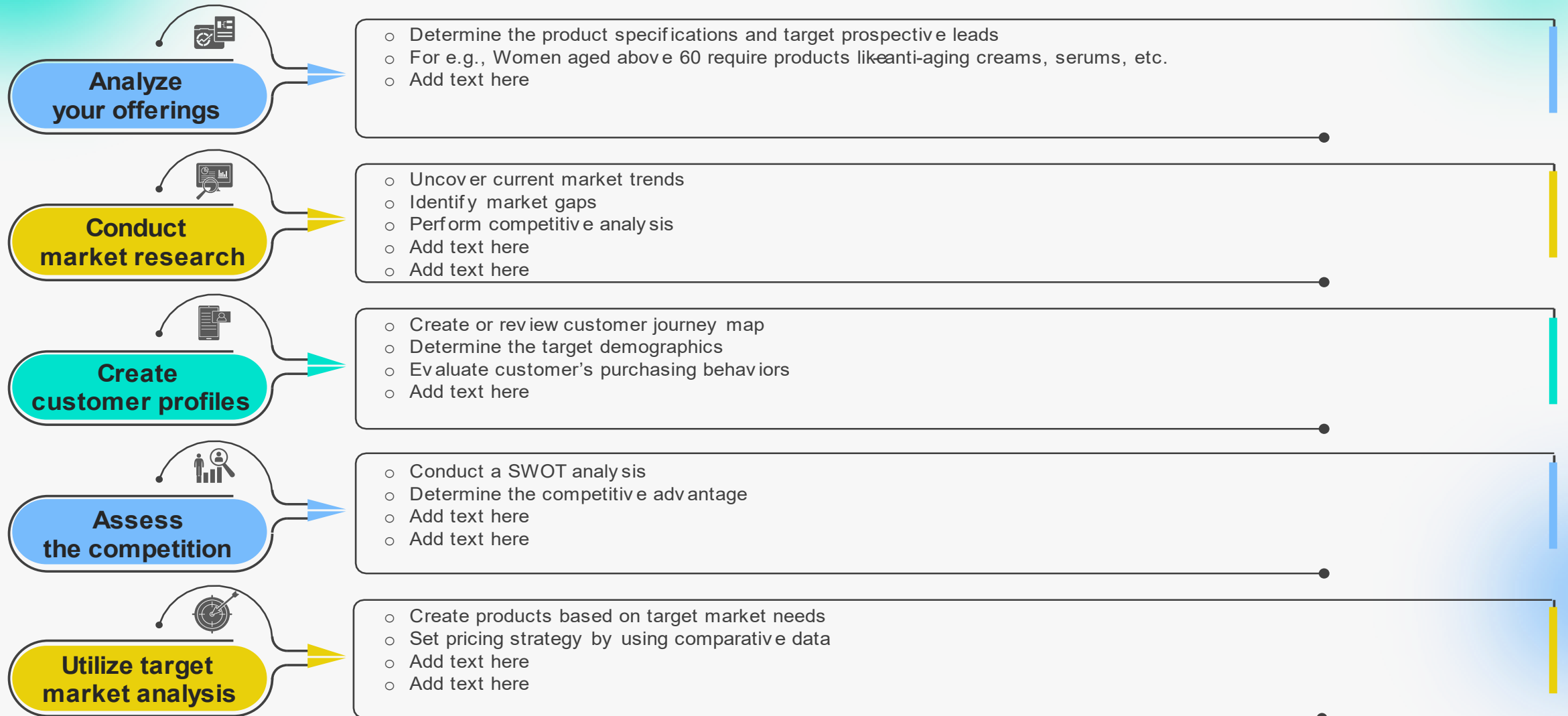
- Evaluate the effectiveness of your current strategy
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# Steps to identify and target market segments

The purpose of this slide is to showcase a strategic process to identify the target market. The steps include analyze your offerings, conduct market research, create customer profiles etc.

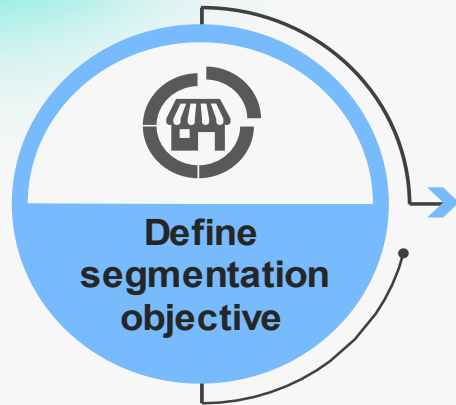


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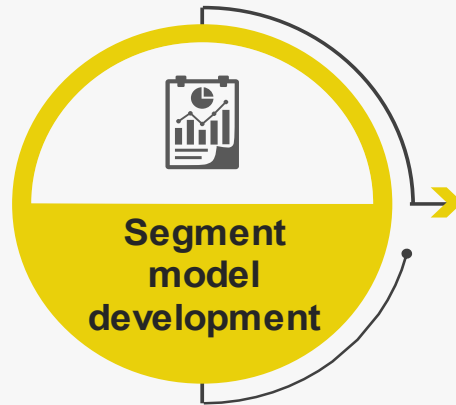
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# Customer segmentation analysis strategic process

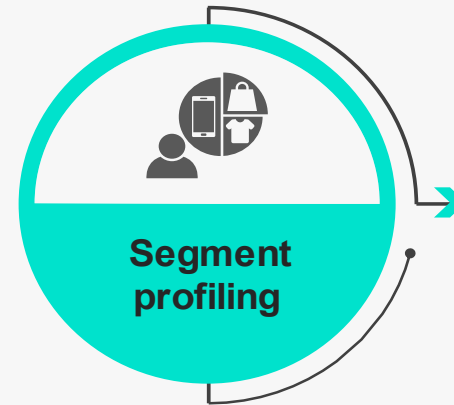
The mentioned slide showcases the process of analyzing and creating customer segmentation based on various factors. It includes defining segmentation objectives, segment model development, segment profiling, and segment strategies



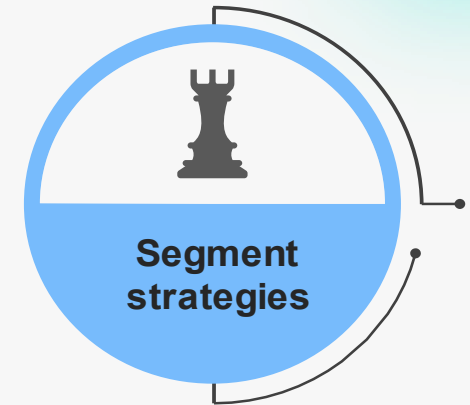
- Identify objectives
- Create and categorize different types of segmentations
- Add text here
- Add text here



- Set segment variables
- Divide the number of segments
- Set segment profile attributes
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- Add text here



- Create an explanation of customer segments
- Include characteristics of customers in each segment
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- Add text here



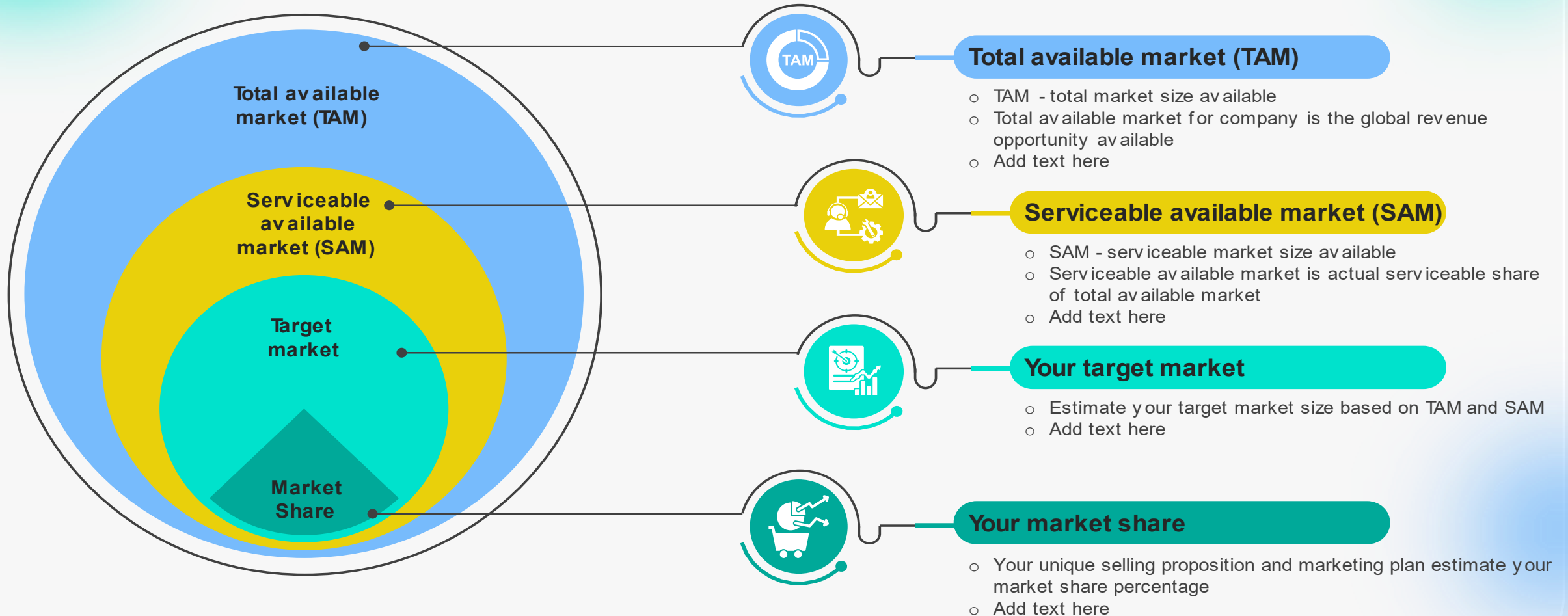
- Determine customers to build relationships with
- Divide customer base into subgroups
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# Competitive analysis and market size assessment

The purpose of this slide is to showcase the assessment of the total market size to better understand current market trends. This includes TAM, SAM, target market, and market share



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# Strategic process to create new customer demographics

The following Slide highlights the five steps to target new customer demographic illustrating key headings which includes research, customer persona, segmentation, market benefits and new strategies

## Research

- Conducted survey, interviews and polls to collect customer data
- Analyze customer data to identify trends
- Add text here



## Customer persona

- Developed customer persona to personify new demographics
- Drafted marketing campaign aligned to customer persona
- Add text here



## Segmentation

- Segmented customers based on their age and gender
- Drafted different campaigns for each segment
- Add text here



## Market benefits

- Targeted customers indirectly by advertising benefits and features
- Targeted customer's pain points
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## New strategies

- Employed automation tools to target new demographic
- Hired influencers to attract young customers
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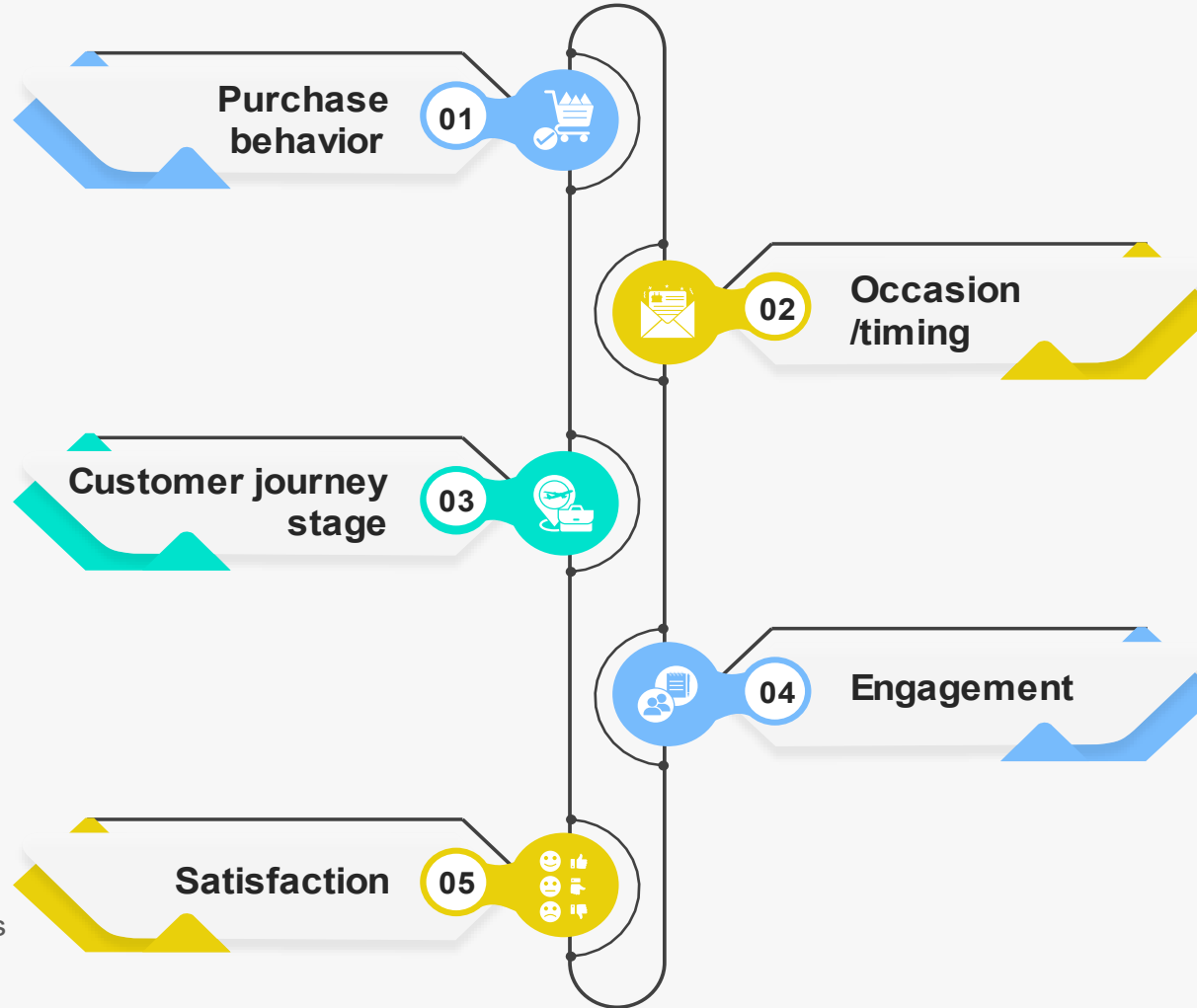
# Customer behavioral market segmentation framework

This slide showcases behavioural market segmentation strategy that focuses on categorizing customers based on their purchasing habits. The aspects include purchase behaviour, occasion timing, customer journey stages etc

- Customer buying patterns
- Cyclical purchasing pattern: e.g., spending more time on weekends exploring products on website
- Add text here

- Analyze customer responses/ experiences through each sales cycle stage
- Add text here
- Add text here

- Categorize satisfied customers to adjust their preferences
- Evaluate customer behavioral data to decide appropriate set of actions
- Add text here



- Predict accurate time or event on which customers prefer to purchase
- E.g., on holidays people usually buy travel-friendly kits, toilet paper or sanitizers, etc
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- **Focus on** “How engaged are your customers? , Who are your most and least engaged customers?”
- Evaluate customer engagement level to identify active existing customers
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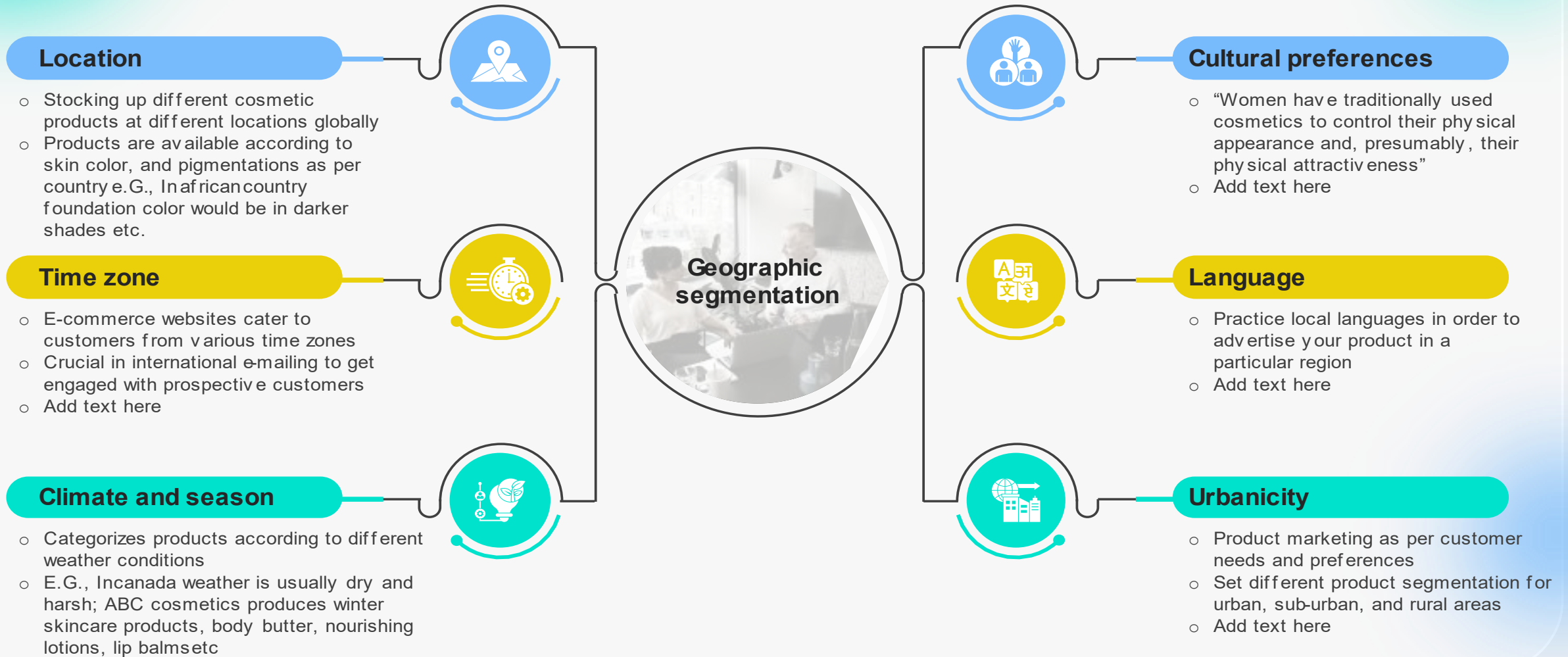
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# Geographical market and consumer segmentation parameters

This slide showcases geographical market segmentation strategy that focuses on categorizing customers based on various factors. The aspects include location, time zone, cultural preference, language, urbanicity etc



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# Four main segments of target marketing strategy

This slide shows a different types of target marketing strategy aimed at increasing sales and brand awareness among a specific group of consumers. The types include mass, differentiated, concentrated and micro marketing.



## Undifferentiated / mass marketing undifferentiated



- Caters entire market rather than segmentations
- Focus on basic customer needs (e.g., Oral Care products)
- Add text here

## Differentiated marketing



- Offers customized products to the customers according to one's preference
- Within crowded markets customers buy products that are tailored according to their needs
- Add text here

## Concentrated/ niche marketing



- Caters to smaller groups of people with some specific characteristics
- It targets customers like- (men personal care products or women with naturally red hair)
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## Micromarketing



- Offers products directly to a targeted group of customers
- E.G., Dove introduced "shampoo for people with colored hairs"
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# Product positioning strategy in market segmentation

This slide showcases a product positioning strategy which includes the process of determining where new products stand in the minds of consumers. The types include quality positioning, value or price positioning and competitor bases positioning.



**01** **Quality positioning**

- Emphasize on quality of the product/services to stand out among competitors
- Ensuring clients about product durability, e.g. Sephora and MAC cater larger audience due to highend quality products
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**02** **Value or price positioning**

- Establish customerfocused pricing
- Place pricing based on product quality or luxury
- E.g., MAC cosmetics focuses on both budget and luxury products
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- Add text here

**03** **Competitor-based positioning**

- Setting prices after observing the competitive market
- More focused on driving client volume than profitability
- Create unique selling proposition
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# Market segmentation, targeting and positioning strategy

This slide showcases a market segmentation, targeting and positioning strategy which includes the process of determining where new products stand in the minds of consumers.



## Market segmentation

Evaluate bases for segmentation

Define crucial characteristics of each market segment

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## Market targeting

Assess perspective and commercial attractiveness of each segment

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## Product positioning

Establish detailed product positioning for market segments

Create marketing mix

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