

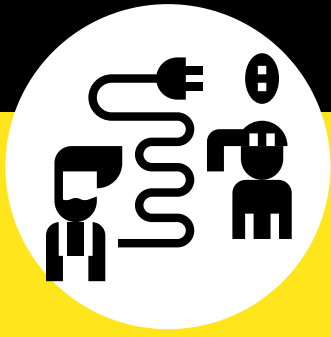
Market Segmentation

Everything You Need to Know

Key Benefits



Better Understanding of Your Customers



Better Connect with Your Customers



Higher Revenue + Higher Returns on Marketing Spends



Increased Brand Loyalty

4 Types of Market Segmentation

GEOGRAPHIC

Based on geographic boundaries and location of the target customers

DEMOGRAPHIC

Based on variables such as age, gender, education, employment, income, marital status, familial structure, ethnicity, etc

PSYCHOGRAPHIC

Based on personalities, values, interest, opinions, aspirations, or motivators

BEHAVIORAL

Based on certain behavioral traits or buying process with aspects like brand perception

5 Steps to Segmenting your Market

Better understand your potential customers



Identify the Parameters for Segmentation



Identify How to Target Each Segment



Test Each Market Segment



Revise and Revisit market for better agility