



## Segmentation and subsequent targeting

• **Definition:**

It is the process of analyzing and breaking down the whole market into specific submarkets

• **The objective:**

to design a marketing mix that precisely matches the expectations of the customers in the target segment.

الهدف من segmentation انه يكون في استراتيجيتها بنسبها tailored او bespoke يعني مخصصة او مفصلة لهذا ال segment من market

### Types of segments

الزبائن

1. Consumers segmentation
2. Organization segmentation ( pharmacies , hospitals and clinics )
3. Market Segmentation
4. Patient journey and/or Disease journey

هذا الأشيء إلي بصيرته عن other marketing

ال customer او consumer نفس المقصود ما لم نحدد غير ذلك

### Basis for segmentation in organization markets

- Location
- Company type ( size , purchase criteria )
- Behavioral characteristics

### Practical Segmentation Code for customers (The three and four level segmentation)

Capital letter (Customer Size and Impact)	Small letter (The relation with us)	Special Segment type (Based on company segment)	General condition (Based on tailored factors plus or minus)
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ال capital letter ممكن يكون A, B, C بمثل حجم هذا ال customer بغض النظر عن علاقتك فيه، يعني مثال عندك سلسلة صيدليات كبيرة بالاردن بتؤخذ رمز A عندك طبيب بشوف باليوم اكثر من ٣٠ مريض بيؤخذ A، صيدلية مبيعاتها باليوم اكثر من الفين دينار يرضو بؤخذ A والي بحد الرمز هو متوسط الاداء ناعت الماركت يعني مثلا اذا كنا بمجتمع احسن صيدلية مبيعاتها الف دينار معناته الصيدلية الي مبيعاتها الف دينار بتؤخذ A ويكونوا وبشمل بالعادة ٢٠-٢٥٪ والي اقل من هيك يكونوا B و C اقل منهم.

ال small letter بمثل علاقته معاك هل مسحوباته لعندك او مبيعاتك عنده هي التوب الك اذا كانت اكثر كمية ممكن تباعله اياها يكون a، اذا كان وسط b واذا كان اقل منهم c

الهدف واهسن اشي هو (Aa)

### Segmentation Variable in consumer markets

هيا المفتاح الي تحليله تحليل segmentation

1- **Demographic characteristics:** →

Breakdown by any combination: age, gender, income, education, race , marital status, education, household (or business)etc.

2. **Psychographics:** → COMPONENT

This refers to 'personality, emotions and motives. Linked to purchase choices, including attitudes, lifestyle.

بتعتم ب الشهيح المستهلك و شعاعه و حفزاته الشرد



**3-Geographical differences:**

الخصائص ومكان السكن

Region, size of population , climate and population density

سلوك المستهلك من ناحية: -

كميات استخدام المنتج

**4- Behavioral :** Price sensitivity, Occasions or situations, Product usage, Benefits sought.

By how people use the product, how loyal they are, or the benefits that they are looking for.

مراجعة للتقريف

EXHIBIT 5.3 Common Segmentation Variables Used in Consumer Markets

Category	Variables	Examples
Behavioral Segmentation	Benefits sought	Quality, value, taste, image enhancement, beauty, sportiness, speed, excitement, entertainment, nutrition, convenience
	Product usage	Heavy, medium, and light users; nonusers; former users; first-time users
	Occasions or situations	Emergencies, celebrations, birthdays, anniversaries, weddings, births, funerals, graduation
	Price sensitivity	Price sensitive, value conscious, status conscious (not price sensitive)
Demographic Segmentation	Age	Newborns, 0–5, 6–12, 13–17, 18–25, 26–34, 35–49, 50–64, 65+
	Gender	Male, female
	Income	Under \$15,000, \$15,000–\$30,000, \$30,000–\$50,000, \$50,000–\$75,000, \$75,000–\$100,000, over \$100,000
	Occupation	Blue collar, white collar, technical, professional, managers, laborers, retired, homemakers, unemployed
	Education	High school graduate, some college, college graduate, graduate degree
	Family life cycle	Single, married no children, married with young children, married with teenage children, married with grown children, divorced, widowed
	Generation	Generation Y, Generation X, baby boomers, seniors
	Ethnicity	Caucasian, African American, Hispanic, Asian
	Religion	Protestant, Catholic, Muslim, Hindu
	Nationality	American, European, Japanese, Australian, Korean
	Social class	Upper class, middle class, lower class, working class, poverty level
Psychographic Segmentation	Personality	Outgoing, shy, compulsive, individualistic, materialistic, civic minded, anxious, controlled, venturesome
	Lifestyle	Outdoor enthusiast, sports-minded, homebody, couch potato, family-centered, workaholic
	Motives	Safety, status, relaxation, convenience
Geographic Segmentation	Regional	Northeast, Southeast, Midwest, New England, Southern France, South Africa
	City/county size	Under 50,000; 50,000–100,000; 100,000–250,000; 250,000–500,000; 500,000–1,000,000, over 1,000,000
	Population density	Urban, suburban, rural

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**The characteristics of segment (target market )**

قابل للقياس

- **Measurability** – The understanding of size, purchasing characteristics and value needs of a segment
- **Accessibility** – The ability to communicate with the segment in an effective manner



- **Sustainability** – The segment is profitable enough to differentiate itself from other segments in the market and maintains the value the business offers.
- **Actionability** – The capability of an organization to create a competitive advantage with its offering in the specific segment of the market

## Target Marketing Strategy

**1-Mass marketing** markets ال وهو mass marketing الشهرة انه بيوخد كل products وكل ال

It is a market strategy in which a firm decides to ignore market segment differences and appeal the whole market with one offer or one strategy .

Traditionally mass marketing has focused on radio, television and newspapers as the media used to reach this broad audience

**2-Niche marketing** (Simple Specific Segment Targeting)

It is the subset of the market on which a specific product is focused.

Niche marketing targets a very specific segment of market; for example, specialized services or goods with few or no competitors.

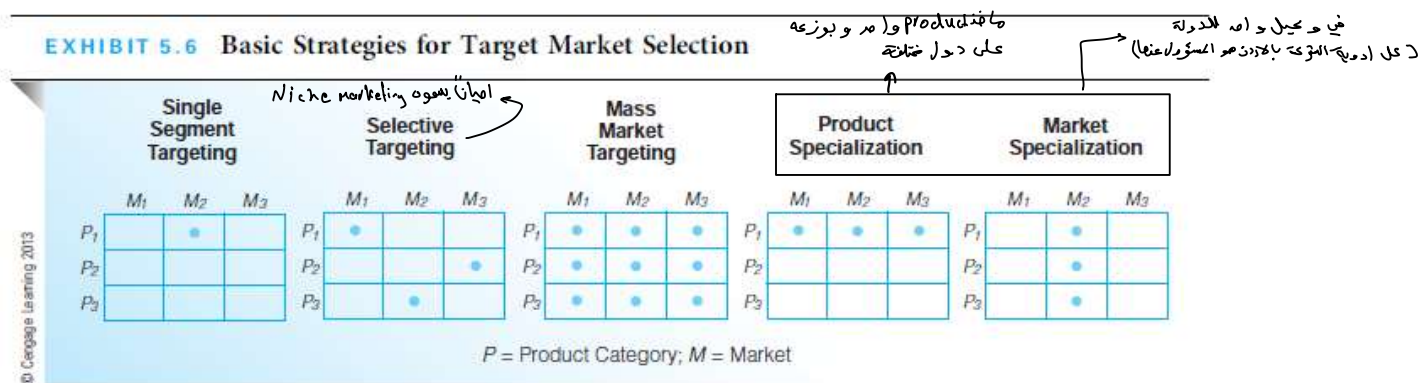
**3-Differentiated Marketing Strategy** (Selective Targeting) different markets على different product انه بيوخد

A differentiated marketing strategy is when a company creates campaigns that appeal to at least two market segments or target groups

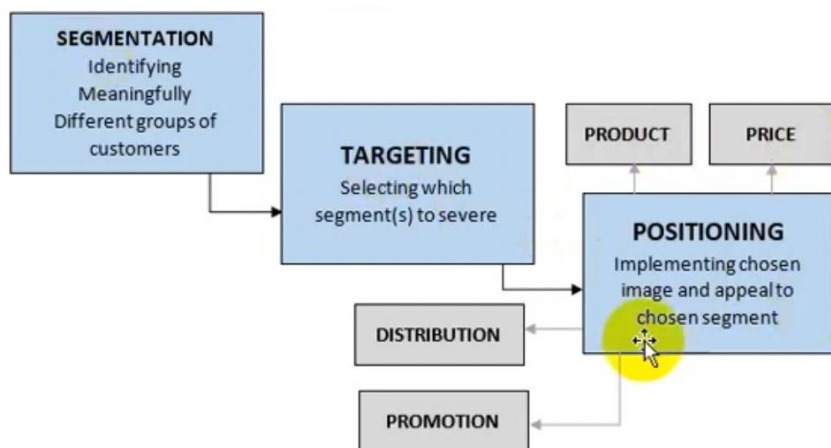
Focus

**4-Concentrated Marketing Strategy (Market specialization, Product specialization)**

A concentrated marketing strategy is targeted to one specific market segment



## STP (Segmentation, Targeting, Positioning)





**Market Positioning**

مكانك بالسوق

An action to influence consumer perception of a brand or product relative to the perception of competing brands or products.

Its objective is to occupy a clear and advantageous position in the consumer's mind.

In positioning, the marketing department creates an image for the product based on its intended audience.

This is created through the use of promotion, price, place and product (**Marketing MIX**)

**Position Map**

