



MODULE

SUSTAINABILITY MARKETING COMPETENCES

Unit 4 | Activity 1 Segments & targets groups



15min



- Pen and blank paper
- Coloured pens/pencils (optional)
- Access to internet

DESCRIPTION

The activity revolves around segmenting and prioritising your customers to identify your primary target groups.

THE ACTIVITY

Look into whether you can gather any information about your existing or potential customers/businesses that you are targeting.

Step 1: Define your market Determine whether your business operates in a Business-to-Consumer or Business-to-Business market.

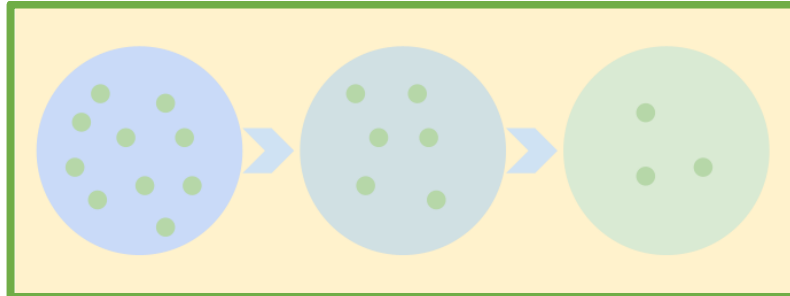
Step 2: Define your customers Specify the criteria you want to use for segmentation. Refer to the examples in the Fact Box and start from there.

Step 3: Start segmenting your customers. Begin dividing your customers into sections based on the chosen criteria.

Step 4: Prioritise your segments After segmenting your customers or audience, try to prioritise them into primary, secondary, etc. This can be based on factors such as size, purchasing power, and so on.

THE THEORY

To develop a strong, sustainable marketing strategy and efficient marketing initiatives, it's important to understand your customers and their needs. The first step is to segment your customers.



Are there any common characteristics among your customers that can be used for segmentation? By dividing your customers into segments, you can better target and direct your communication towards them. You will have a better understanding of what triggers them and what is important to them.

To begin, let's clarify the meaning of the following terms:

Segmentation - Dividing a wide range of people/businesses into groups or divisions.

Target groups or target audience - Groups of people/businesses based on certain criteria that your business either aims for or are already receptive to your company.

You can segment your customers in both the **B2C** and **B2B** markets. This can be done using various criteria that you need to identify.

Examples of criteria include:

B2C:

- Geographical
- Demographic
- Behavioural
- Psychographic

B2B:

- Geographical
- Demographic - Firmographic
- Production criteria
- Purchase criteria

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