

3 Main Activities of Target Marketing

Segmenting

Segmenting means breaking up the market into smaller, homogeneous segments. Within S-T-P, it is a virtual brainstorming step whereby the business considers all possible market segments.

Targeting

Following the brainstorming of possible segments in step one, the next step is to pick a select market to target or focus on. Companies often focus on one market segment at a time with marketing and ad campaigns.

Positioning

Positioning is how the company wants the targeted market to perceive its brand or product. Some companies make quality a key positioning message and try to market their product as top quality for the target market segment.