

Segment, Target, Position

Marketing

The three decisions that precede every tactic.

The sequence.

1

Segment

Group the market by needs and behaviour, not only by demographics.

2

Evaluate

Size, growth, competition and fit with your capability.

3

Target

Choose which segments to serve, and which to decline.

4

Position

Decide the place you claim in the chosen segment's mind.

5

Build the mix

Product, price, place and promotion all follow from the position.

Every tactical argument that cannot be settled usually traces back to an unmade decision at one of these steps.