

CUSTOMER SEGMENTATION

- Customer segmentation is the process by which you divide your customers into segments up based on common characteristics - such as demographics or behaviors, so you can market to those customers more effectively. These customer segmentation groups can also be used to begin discussions of building a marketing persona:

The 4 basic types of market segmentation are:

- (1) Demographic.**
- (2) Psychographic.**
- (3) Geographic.**
- (4) Behavioral.**

4 TYPES OF
Customer Segmentation

