



# Marketing

## MKTG 1310

4.2


### Targeting and Positioning



# Agenda

- Targeting
- Positioning

# Targeting

Undifferentiated (Mass) Marketing	Differentiated (Segmented) Marketing	Concentrated (Niche) Marketing	Micromarketing	
			Local Marketing	Individual Marketing
Whole Marketing with one offer → Ignore Segments	Decide to target several different market segments, separate offers for each	Concentrate on one, or a few, segments or niches	→ Cities, neighborhoods, specific stores	→ 1 person

Targeting broadly

Targeting narrowly

# Targeting



# Positioning

- Place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors.



# Positioning

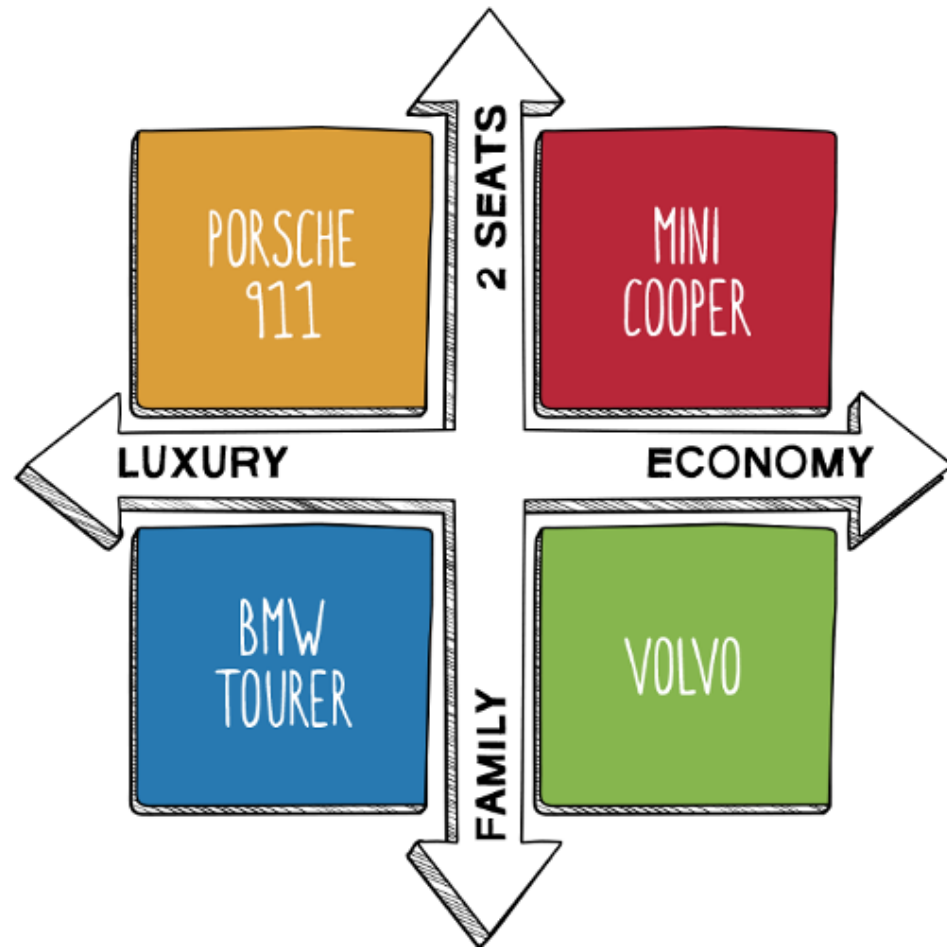


# Positioning

- A perceptual map is a diagram used for visualizing consumer perception of different brands or products. A standard perceptual positioning map is presented on a two-axis scatter chart, where each axis represents a relevant industry attribute.

# Positioning

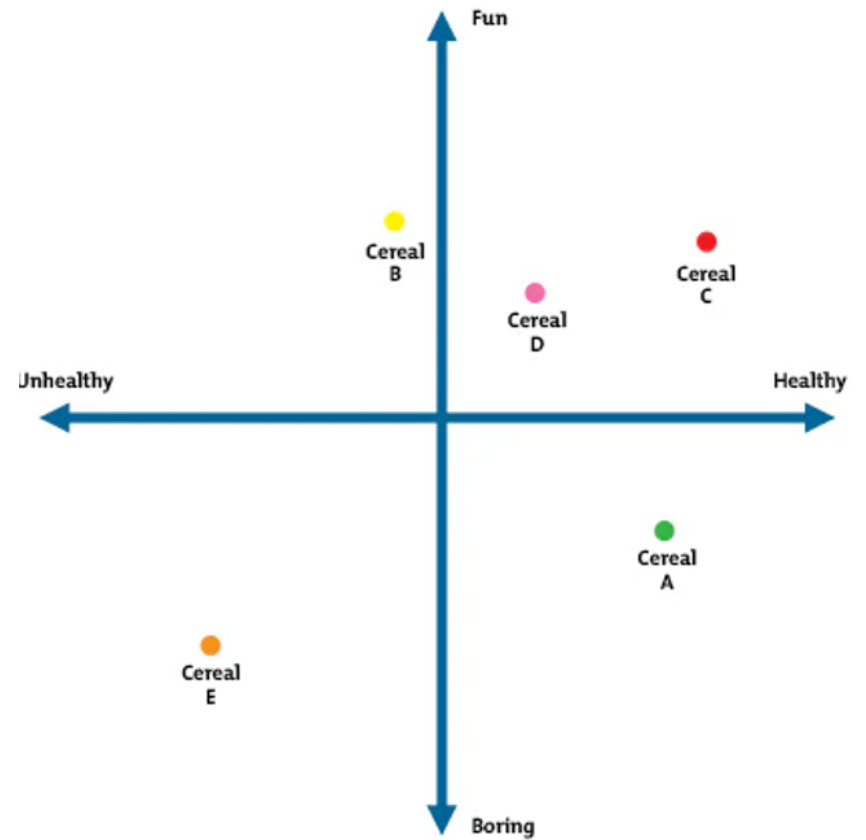
- Perceptual map





# Positioning

- Perceptual map



# Positioning

- Perceptual map process:
  - Number of dimensions 2 to 4
  - Their names
  - Needs making up the dimensions
  - Where competition is positioned
  - Where there are gaps