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Customer Segmentation and Positioning



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NY City Transportation Options

Why does someone choose one instead of another?





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Customer Segments



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Customer Segments

*Who is your customer?
...and don't say "everyone"*

- Market Segmentation is the process of dividing up a market into smaller groups (called segments)
 - The groups are designed to have similar wants and needs.
 - The idea is that firms can use their marketing mix to tailor products for the different groups.
 - There is not a product on the market that **successfully** appeals to everyone

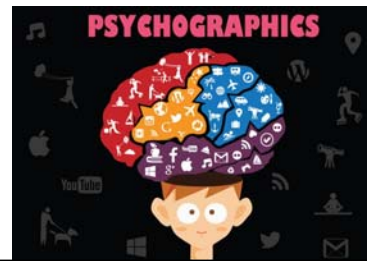


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Customer Segments

How can you segment your customer base?

- Demographics
- Psychographics
 - Personality, opinions, values

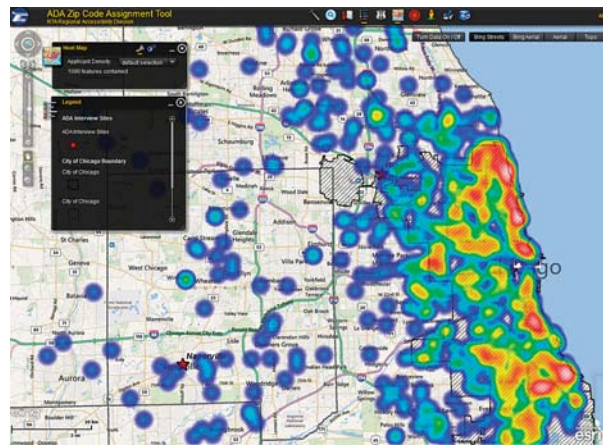


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Customer Segments

How can you segment your customer base?

- Geographics
- Usage





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Customer Segments

How can you segment your customer base?

- Benefits
 - Why customers buy what they buy
 - Why people select a specific mode of transportation



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Customer Segments

Why does/should your target market use a specific mode of transportation?

- Convenience?
- Cost?
- Ease of use?
- Time?
- Psychological?
- Social stigma?





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Customer Segments

**Question 1: Who is your customer?
...and don't say "everyone"**



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Positioning


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Positioning

- **Product Positioning**
 - The process of developing and maintaining a product image in the minds of consumers
 - High/Low Price, Quality, Luxury/Economy
 - A product's position results from customer perceptions of a product's attributes relative to those of competing products.







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Positioning









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Positioning

86 Bike Rental Options

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Positioning

- **Product Positioning - Transportation**
 - The process of developing and maintaining a product image in the minds of consumers
 - Fast/slow, expensive/inexpensive, convenient/inconvenient
 - What competition exists for your services?






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Positioning

Question 2a: How can you alter your **product** to most effectively show value to your customer?

Question 2b: Then, how can you alter your place, price, promotion to show value to this customer?



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Questions?

Concerns?

Complaints?

...if so

