

2.9: Segmentation Decisions

What you'll learn to do: explain the process of selecting an appropriate segmentation approach and deciding which customer segments to target for marketing activities

Now that you've learned about common segmentation approaches, how do you know when to apply them? When is geographic segmentation a better fit than demographic segmentation? When should you consider using both at the same time?

It comes down to your marketing goals: What are you trying to achieve?

The following section explains the process of aligning your goals with your segmentation approach and target market.

Learning Activities

The learning activities for this section include the following:

- [Reading: Choosing a Segmentation Approach and Target Segments](#)
- [Case Study: eHarmony](#)
- [Self Check: Segmentation Decisions](#)

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