

28.9: Introduction to Segmentation and Targeting

What you'll learn to do: explain the role of segmentation and targeting in marketing

Segmentation and targeting answer a basic question: *Who am I trying to reach?* In this section, first we will focus on why segmentation and targeting are so important. Then we will discuss how to conduct segmentation and targeting and use these tools to guide marketing activity.

Contributors and Attributions

CC licensed content, Original

- Introduction to Segmentation and Targeting. **Authored by:** Linda Williams and Lumen Learning. **License:** [CC BY: Attribution](#)

28.9: Introduction to Segmentation and Targeting is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.