

CHAPTER OVERVIEW

6: Segment, Target, and Position Your Audience - SS+K Identifies the Most Valuable News Consumer

6.1: Chapter Introduction

6.2: Segment Your Market- Who's Out There?

6.3: Target Your Customer - Who's Going to Want It?

6.4: Position Your Brand- Why Will They Want It?

6.5: Exercises

This page titled [6: Segment, Target, and Position Your Audience - SS+K Identifies the Most Valuable News Consumer](#) is shared under a [CC BY-NC-SA](#) license and was authored, remixed, and/or curated by [Anonymous](#).