Name:
Organization:

Chapter 3 Segmentation, Targeting, & Positioning Exercises

Segmentation, Targeting, and Positioning defines your program's offering.

- **Segmentation:** This is the first step when you brainstorm all the different ways you can group your consumers or customers, based on similar needs.
- **Targeting:** This is the second step when you choose a few segments (usually two to three) to focus your marketing efforts on.
- **Positioning:** This is the final step when you articulate the unique benefits and value your product brings to your chosen targets.

Exercise 3.1: Create Segments of Consumers and/or Customers for Your Social Impact Idea

Consumer and Customer Segments
1.
2.
3.
4.
5.
6.
7.
8.

9.

10.

Exercise 3.2: Choose Three Segments of Consumers and/or Customers as Your Targets

3 Target Consumers or Customers
1.
2.
3.

Exercise 3.3: Define What Your Product's Benefits *Are* and *Are Not*

Examples:

- If you are a school uniform provider to low-income families:
  - You *build confidence and self-esteem*, not just give clothes
  - The clothes you give are *free* but have *value*
- If you are an after-school mentoring program:
  - You offer a place to *grow*, not a place to *go*
  - You have a program that is *local* and *customized* to the community, not a national, one-size-fits-all program
  - The program is offered through a *scholarship*, it is not free admission
- If your organization is focused on women's empowerment:
  - You work with domestic violence *survivors*, not victims
  - Your program is *relational*, not transactional

Name:
Organization:

Benefits of Your Product or Service

1.

2.

3.

Exercise 3.4: Create Positioning Statements. Include the Target, Benefits, and Reasons to Believe

- **Target:** one of your three chosen priority consumer segments
- **Benefit:** the value or advantage your product or service provides
- **Reason to Believe:** the credential your product or service has and why a consumer should choose your product over others

Example:

Senior Living Center Positioning Statements for Each Target Consumer

1. For seniors who are single and want to maintain active social lives, SSLC provides opportunities to live in one or two-bedroom apartments (we help match residents with a roommate if desired) in a complex that offers daily brunch, happy hour, and dinner with multiple activities like yoga, card tournaments, and field trips to develop friendships. Yearly surveys reveal that our residents feel they have never been so active in their entire lives!
2. For married seniors, SSLC provides luxurious "right-sized" apartments which come with a weekly cleaning service. Last year's economic report for the county showed couples on average save 60% in mortgage and home maintenance expenses when living at SSLC.
3. For seniors who need a little medical attention, the Silver Seniors Living Community (SSLC) has licensed nurse practitioners on premises 24 hours a day who can assist residents with routine and ad-hoc medical needs. The nurses go through monthly evaluations not only by the center's leadership, but through anonymous resident evaluations. The SSLC has the highest satisfaction ratings from residents for nurses on staff than any other senior living center in the city!

Key: Target Consumer
Benefits
Reason to Believe

Name:
Organization:

Positioning Statements for Each of Your Product's Target Consumers

1.

2.

3.