Segmenting the Market to Reach the Targeted Population
Tools & Checklists  Contributed by Phil Rabinowitz Edited by Valerie Renault

Checklist

*Here, you’ll find a checklist that summarizes the major points contained in the text.*

___You have segmented the market for the behavior change you seek, dividing people into groups based on shared criteria. these shared qualities may be or relate to:

   ___Demographic
   ___Geographic
   ___Physical/personal history
   ___Psychographic
   ___Behavior
   ___Third party influences

___You have decided which segment to focus on, using five criteria:

   ___Measurability
   ___Accessibility
   ___Substantiality
   ___Actionability
   ___Position on the change scale

___You have chosen the type of social marketing campaign you will conduct, which is one of these types:

   ___Undifferentiated marketing
   ___Differentiated marketing
   ___Concentrated marketing