



SEGMENTATION TYPES

- Geographic
(local/regional/national/etc)
- Industry
(service/media/health/etc)
- Sector
(public/consumer/etc)
- Distribution channel
(online/retail/wholesale/etc)



TRY TO BE CREATIVE
WITH OTHER TYPES
OF GROUPINGS!

	Segments by _____	

	Segments by _____	

	Segments by _____	

	Segments by _____	

Selected segments

Top 3 customers (use personas)

Selected segments

Top 3 customers (use personas)

Selected segments

Top 3 customers (use personas)
