

Segmenting Target Markets

**NONPROFIT
EDITION**

What are we seeking?

We are looking for

commonalities

within groups,
but

differences

between
groups

Examine:

- attitudes
- behaviors
- aspirations
- benefits
- transaction types
- engagement channels
- demographics like age, household size, income, zip code, etc.

Speak to each segment about what is meaningful to them. Deliver value.