## **MARKET TARGETING**

The next step is to look at the segments that you picked to identify the best opportunities for your business.First, you will need to look at the size of the segment, which will tell you whether it’s worth pursuing. After all, the marketing opportunity must be large enough to warrant running a campaign. Otherwise, it simply won’t be worth the effort.The next step is to look at whether there are significant markers that set the segments apart; these can become the basis of an STP marketing campaign.Be sure to analyze the opportunity from a financial perspective—the profits that you can expect should exceed the additional marketing budget that would be required to execute it.

Finally, you must look at whether the market segment is accessible to your company, and if you will be able to get your marketing messages in front of them.In the end, the targeting stage is all about identifying the best opportunities for using the consumer data and insights that you gain during the segmentation stage. Then, you can optimize the [customer journey](https://luthresearch.com/digital-measurement/path-to-purchase/) and create more relevant and engaging marketing campaigns.

## **MARKET POSITIONING**

Finally, consider positioning opportunities that will help you respond to an unmet need or desire in your market that your product can fulfill.Since you have tangible data about what segments of your audience desire, you can use those insights to position your product and develop a unique selling proposition, presenting the right message at the right time.Using customer segmentation models, you can completely revamp your product positioning and center your campaign around the most pressing problem that your audience is facing. With a segmented and specifically targeted audience, your product positioning can have a much stronger impact, helping your message stand out in a crowded marketplace.