

07. Segmentation, Targeting, and Positioning

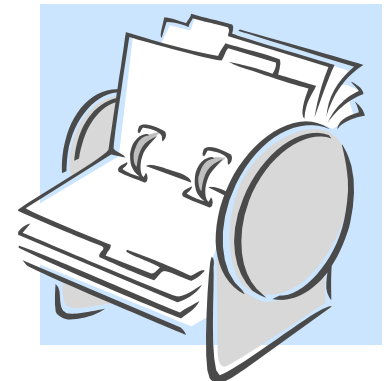
Segmentation, Targeting, and Positioning



- Code: 166145-01
- Course: Electronic Commerce Marketing
- Period: Autumn 2011
- Professor: Sangwon Lee, Ph.D.

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07. Segmentation, Targeting, and Positioning

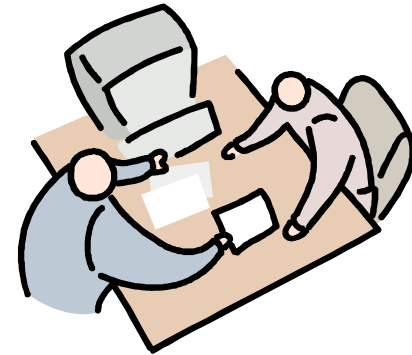
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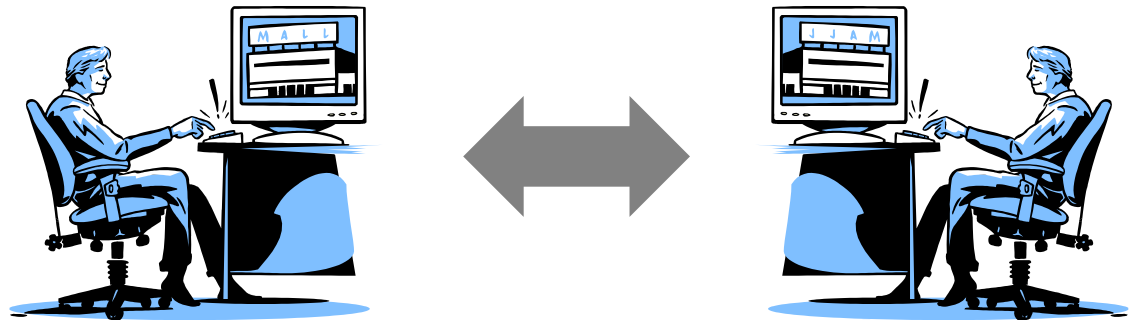
01. One-to-One Marketing

- One-to-One Marketing
 - A marketing approach for continuous relationships with each customer
 - One-to-one marketing satisfies each need of a customer.



01. One-to-One Marketing

- Environment of One-to-One Marketing
 - Internet is a best means for two-way communication.



01. One-to-One Marketing

- (Old) Share of Market
 - To sales more.
 - A customer is an element of homogeneous group.
- (E-Commerce) Share of Customer
 - To customers more.
 - A customer is a different being.



01. One-to-One Marketing

- Effects of One-to-One Marketing
 - Increasing customer's likeliness
 - Decreasing marketing cost
 - Discovering valuable customers
 - Providing valuable contentware

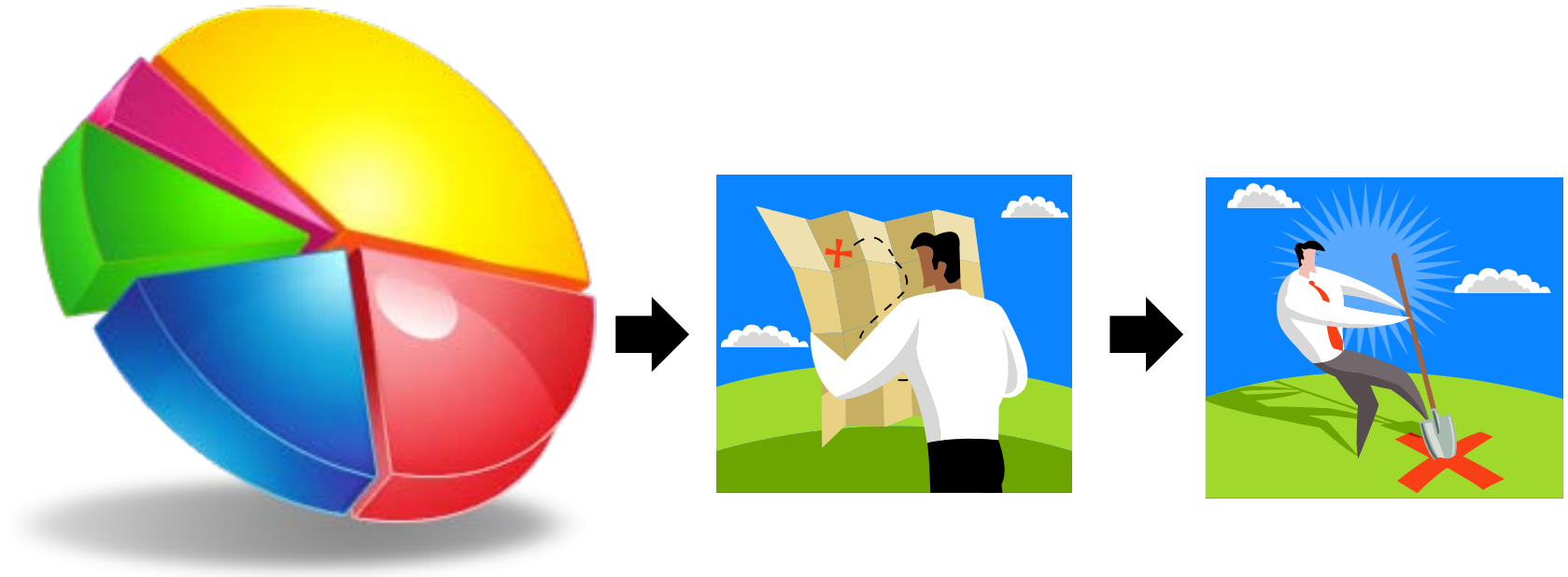


01. One-to-One Marketing

- Goal of One-to-One Marketing
 - Satisfying needs of each customer
 - (Regarding an individual customer as a different being with a different need)

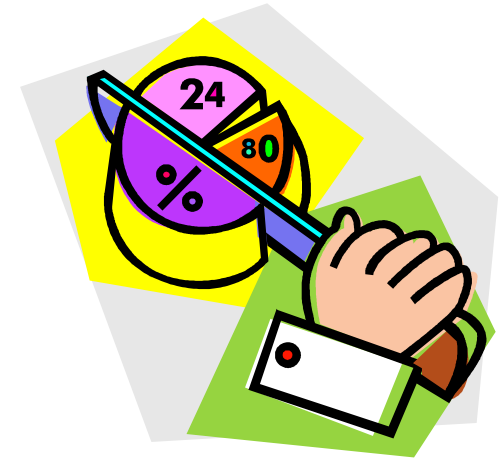
01. One-to-One Marketing

- Process of One-to-One Marketing
 - 1) Market segmentation
 - 2) Market targeting
 - 3) Market positioning



02. Market Segmentation

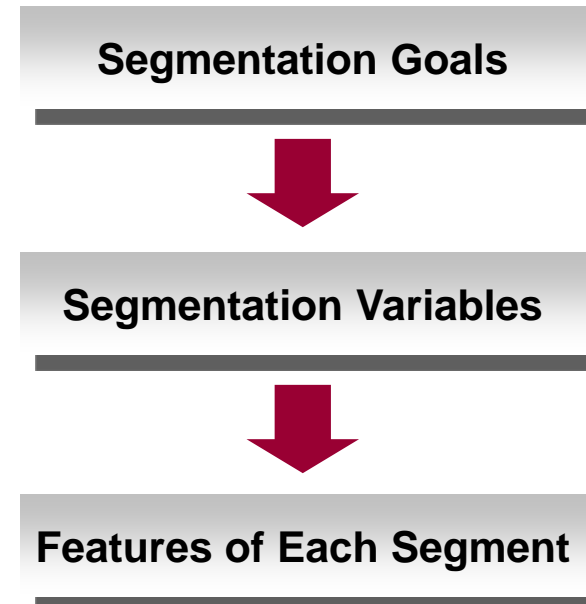
- Market Segmentation
 - Process to segment all customers into several homogeneous submarkets



02. Market Segmentation

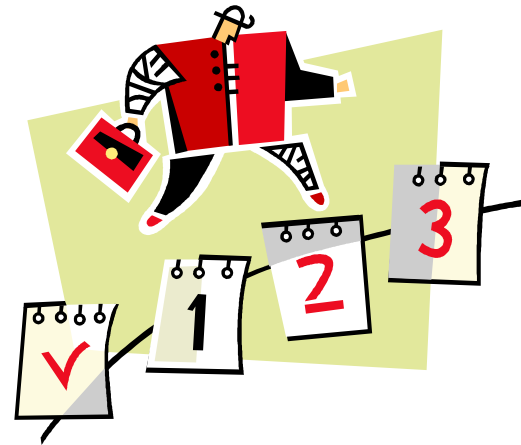


- Process of Market Segmentation
 - 1) Setup segmentation goals
 - 2) Setup segmentation variables
 - 3) Understand features of each segment



02. Market Segmentation

- Goal of Market Segmentation
 - What product?
 - What participants in the market?
 - What location and time?



02. Market Segmentation



- Requisites of Market Segmentation
 - Variables of population statistics
 - Variables of psychological analysis
 - Variables of descriptive and statistical analysis
 - Variables of behaviors

Variables	Examples
인구통계적 변수	나이, 성별, 직업, 소득, 교육수준
심리분석적 변수	사회계층, 라이프 스타일, 개성, 태도, 느낌
기술분석적 변수	기술에 대해 갖는 태도, 능력, 동기
행동 변수	추구효익, 사용상황, 사용량, 상표애호도, 인터넷이용경험, 인터넷 이용동기, 인터넷 사용 시간

02. Market Segmentation

- Conditions of Market Segmentation
 - Measurability
 - Scalability
 - Accessibility
 - Homogeneity/heterogeneity
 - Not too much segmentation



02. Market Segmentation

- An Example of Market Segmentation
 - Gender as a variables of population statistics:
at www.women.com

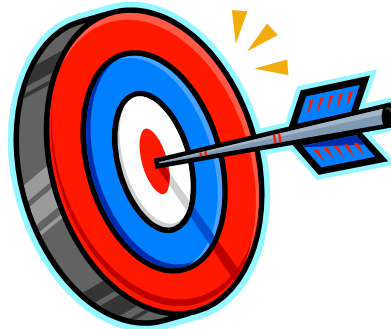


The screenshot shows the homepage of women.com with a purple and blue color scheme. At the top, there is a navigation bar with the site logo, a search bar, and a sign-up link for a free newsletter. Below the navigation bar are several category icons: entertainment, sex & dating, horoscopes, style & beauty, girl talk, and fun & games. The main content area is divided into several sections:

- Rock Star Workout Secrets:** A featured article with a sub-headline "You too can have:" and three small images of celebrities' bodies (Britney's Bust, Gwen's Abs, Shakira's Butt).
- gossip:** A list of celebrity news items, including "Sopranos kid partying his way to disaster" and "Ellen DeGeneres's secret wedding".
- to do!** A list of tips and activities, such as "Have More Sex", "Get a Hot Body", and "Find a Boyfriend".
- enter now!:** A promotion for a "Crazy for Love SWEEPSTAKES!" with a "vote!" button.
- poll:** A poll question: "Do you think it's possible to be friends with an ex?" with options: Yes, No, Depends on the ex, and I wish I had an ex.
- Featured Personal:** A section titled "Date This Dude" with a "Would you?" question and a "Vote for the hottie you'd most want to date" prompt.
- hollywood's:** A section titled "best and worst" with a small image of a couple.
- love match:** A section titled "love match" with the equation "X+O=♥" and a "Your Sign:" prompt.
- advertisement:** A small advertisement for Lotus software featuring a woman's face and a smiley face.

03. Market Targeting

- Target Market
 - An attractive market with supporting the most beneficent performance to both enterprise and customer, by targeting on a specific market segment



03. Market Targeting

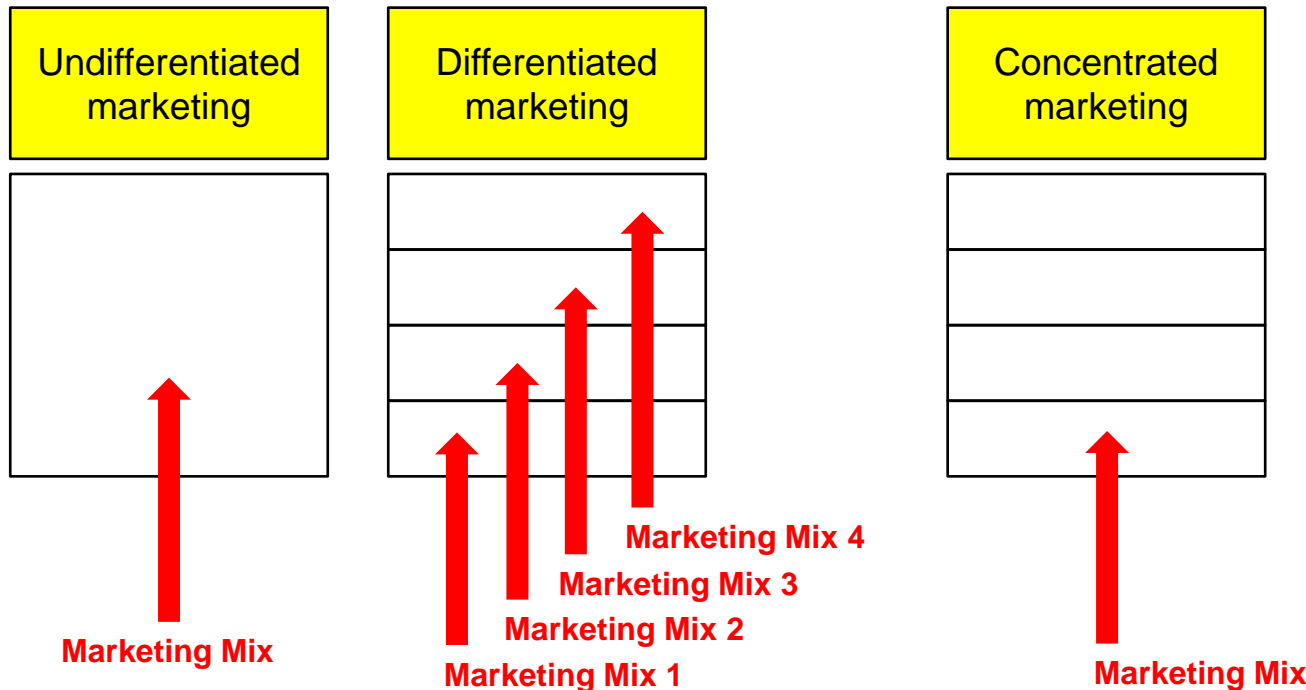
- Considerations of Target Market
 - Enterprise-related evaluation standards
 - Customer-related evaluation standards
 - Competition-related evaluation standards



03. Market Targeting



- Target Marketing
 - Undifferentiated marketing
 - Differentiated marketing
 - Concentrated marketing



03. Market Targeting

- An Example of Target Marketing
 - Concentrated marketing: at www.lefthand.com



LEFTLAND

Home 회사소개 자료실 상품소개 상품주문 반품&A/S 게시판 Q & A 방명록 회원가입

공지사항 More

1. 홈페이지가 새단장을 하였습니다.
2. 동아일보 3/8일자 기사 - "왼손잡이면 어때!" 내용
3. 4월8일 KBS 취재파일4321에 왼손나라 소개
4. 페이지의 교체를 완료하여 인터넷주문과 회원가입이 가능하게 되었습니다.

시사뉴스 More

1. 1월총 실업률 전월비 0.5%p 증가 - 통계청
2. 저승리 아파트대출 경쟁에 돌입한 보험사들...
3. 대우자동차 차량, 부산경찰 부분파면 불입
4. OPEC 사무총장 "원유 추가감산 가능성 높아"
5. 이코노미스트 "한국, 외국인투자신뢰도 17위"

신제품 소개

L-290 뒤집게	L-110 어린이공작가위	L-751 기타코드집
<ul style="list-style-type: none"> ■ 오른쪽으로 날이 있음 ■ 회색 손잡이 ■ 원산지 "영국" 	<ul style="list-style-type: none"> ■ 가위길이 114cm ■ 날길이 5.5cm ■ 녹색+노랑손잡이 ■ 공작용가위 ■ 왼손나라 제품 	<ul style="list-style-type: none"> ■ 왼손잡이 기타코드집 ■ Ring Binder 제본 or File로 전송

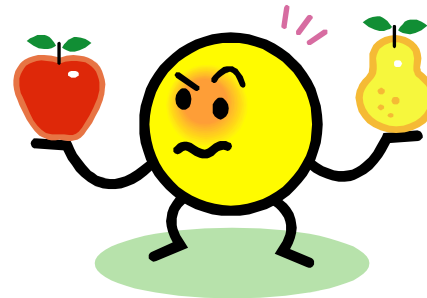
04. Market Positioning

- Market Positioning
 - An behavior to let a customer understand competitive differentiation of an enterprise
 - An behavior to design contentware and image of an enterprise in order to take a position in a customer's mind



04. Market Positioning

- Importance of Market Positioning
 - If a positioning is formed in the mind of a customer, his/her shifting cost would be very high.
 - It is something like image marketing.



04. Market Positioning

- Strategy of Market Positioning
 - Positioning with attributes
 - Positioning with conveniences
 - Positioning with users
 - Positioning with competitors
 - Positioning with categories



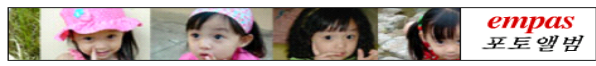
Positioning	Examples
Attributes	Empas "자연 언어 검색"
Conveniences	Naver "편리한 일정관리"
Users	I-Popcorn "청소년 종합 포털"
Competitors	Empas "야후에서 못찾으면 엠파스"
Categories	Internet 경매하면 "옥션"

04. Market Positioning

- An Example of Positioning
 - Positioning with conveniences: at www.empas.com



메일, 엠파 | 뉴스/속보 | 포토앨범 | 카페, 음식점 | 공동구매 | 쇼?



엠파스 >

자연 언어 검색

일반적인 검색은 입력한 '단어'가 포함된 문서를 찾지만, 자연언어 검색은 입력한 문장 전체를 분석하여 가장 유사한 문서를 찾아주는 기능입니다. "나 보기가 역겨워 가실 때에는"과 같이 입력하여 완전히 기억하지 못하고 일부뿐만 기억하는 시의 전부를 찾거나, "세종대왕이 세자에 책봉된 해는"과 같이 질문 형식으로 입력하여 원하는 답을 찾을 때 유용한 검색 방식입니다.

검색범위

- 전체 웹에서
- 지정된 호스트 내에서

- [자연 언어 검색](#)
- [고급 검색](#)
- [사이트 이름 검색](#)
- [사운드 파일 검색](#)
- [MP3 파일 검색](#)
- [이미지 파일 검색](#)
- [동영상 파일 검색](#)
- [업무문서 검색](#)
- [압축파일 검색](#)
- [링크페이지 검색](#)
- [링크제목 검색](#)
- [소프트웨어 검색](#)