**Video Title:** Basic Market Segmentation Models

**Video URL:** <https://www.youtube.com/watch?v=3pybAY-Vg7E>

**Run Time/Source:** 13:09, Mark Wolters-Wolters World/YouTube - Copyright Mark Wolters **Close Caption Available:** Yes

Dividing or segmenting a market is key for any marketer. By knowing the different types of potential customers, we have we can better deliver a product or service that is tailored to them. In segmentation you group similar and dissimilar groups in ways to target them with products, services, or advertisements. Filmed in Savannah, Georgia.

Questions:

1. What is geographic segmentation based on?
2. What is demographic segmentation?
3. What is geodemographic segmentation?
4. What is psychographic segmentation?
5. FOMO is used to persuade customers in psychographic segmentation. What is FOMO?
6. What is a DINK?
7. What is benefit segmentation?
8. What is behavioral segmentation?

1. Is one segmentation better than another? If not, what should we do?