

Abdelhafid Boussouf University Center – Mila

Institute of Economic, Commercial and Management Sciences

Departement of Economics

LECTURES ON : STP Marketing

Addressed to 3RD year economics students – Second semester

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Lesson: STP Marketing

1. What is STP Marketing?

STP stands for Segmentation, Targeting, and Positioning. It's a strategic approach used by companies to effectively market their products or services to specific groups of customers.

2. Segmentation:

Definition: Segmentation involves dividing the market into distinct groups of consumers with similar needs, characteristics, or behaviors.

Purpose: By segmenting the market, companies can better understand their customers' preferences and tailor their marketing efforts to meet the specific needs of each segment.

3. Targeting:

Definition: Targeting involves selecting one or more segments identified during the segmentation process as the focus of the marketing efforts.

Purpose: Targeting allows companies to concentrate their resources on the most profitable and responsive segments, maximizing the effectiveness of their marketing campaigns.

4. Positioning:

Definition: Positioning refers to how a company's product or service is perceived relative to competitors in the minds of consumers within the target market.

Purpose: Effective positioning helps differentiate the company's offering from competitors and communicates its unique value proposition to the target audience.

5. Implementation of STP Marketing:

Market Research: Companies conduct market research to identify and understand different consumer segments, their needs, preferences, and behaviors.

Segmentation: Based on market research, companies segment the market into distinct groups using criteria such as demographics, psychographics, behavior, or geographic location.

Targeting: After segmentation, companies evaluate and select the most attractive segments to target based on factors like size, growth potential, profitability, and fit with the company's capabilities.

Positioning: Once the target segments are identified, companies develop a positioning strategy that emphasizes the unique benefits and value proposition of their product or service to resonate with the needs and preferences of the target audience.

6. Benefits of STP Marketing:

By adopting an STP approach, companies can:

Improve customer satisfaction by offering products or services tailored to specific needs.

Increase marketing effectiveness and efficiency by focusing resources on high-potential segments.

Enhance competitive advantage by positioning their offerings uniquely in the marketplace.

7. Conclusion:

STP Marketing is a strategic framework that helps companies understand their customers better, target the most promising market segments, and position their offerings effectively to achieve competitive advantage and business success.

Key Terms :

Segmentation - التفريق

Targeting - الاستهداف

Positioning - التمييز

Market Research - البحث السوقي

Market Segmentation - تقسيم السوق

Target Market - السوق المستهدف

Positioning Strategy - استراتيجية التمييز

Value Proposition - القيمة المقترحة

Competitive Advantage - الميزة التنافسية