



**EFFECTIVE SEGMENTATION CRITERIA CHECKLIST**

**Purpose**

To help you check that you have a segmented audience that you can develop a targeted intervention.

**How to use or apply**

Use the criteria to check the likely effectiveness of your segmentation. Being able to apply these criteria will help you set SMART behavioural goals.

**Source(s)/Reference(s)**

* Adapted from Philip Kotler, Marketing Management, 11th Edition, International Edition, p. 286

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| **EFFECTIVE SEGMENTATION CRITERIA CHECKLIST** |
| To be useful/effective are the segments you have identified:  **Measurable?**  It has to be possible to determine the values of the variables used for segmentation with justifiable efforts. This is important especially for the behavioural and psych-graphic variable so important in social marketing.  **Justifiable?**  The basis for targeting the segmented audience needs to consider ethics and as be financially justifiable.  **Accessible?**  The segment has to be accessible and servable by an intervention.  **Differentiable?**  Different audience segments have to be distinguishable and respond differently to different intervention mixes. If not, they do not constitute separate segmented audiences.  **Actionable?**  It has to be possible to attract, approach and serve each segment with a particular mix of methods. |