

Target Audience Segmentation Plan

1. Objective

Define the primary objective of segmenting the target audience for this campaign/project.

2. Segmentation Criteria

- Demographics (age, gender, income, etc.)
- Geographics (location, region, urban/rural)
- Psychographics (lifestyle, values, interests)
- Behavioral (purchasing habits, brand loyalty, product usage)

3. Identified Audience Segments

Segment Name	Description	Key Characteristics
Segment A	Brief description of the segment.	<ul style="list-style-type: none">• Characteristic 1• Characteristic 2
Segment B	Brief description of the segment.	<ul style="list-style-type: none">• Characteristic 1• Characteristic 2

4. Segment Profiles

Segment A

- Demographics:
- Geographics:
- Psychographics:
- Behavioral Traits:

Segment B

- Demographics:
- Geographics:
- Psychographics:
- Behavioral Traits:

5. Recommended Strategies

- Strategy for Segment A
- Strategy for Segment B

6. Summary & Next Steps

Brief summary and proposed next steps for implementation.

