

Downloadable activity to share with your learners and to upload on the IncludeUp Community.

MODULE 1: Digital Segmentation

Submodule 2: Market segmentation in a digital context

Lesson 1: Understanding and creating market segmentation

Level: Intermediate

- Assignment

To test your understanding of market segmentation by identifying and describing market segments for a fictional product.

Instructions:

1. Choose a Product:

- Select a product from the list below:

- **Organic Coffee**
- **Fitness Tracker**
- **Luxury Skincare**

2. Identify Segments:

- For the chosen product, describe **two** different market segments.
 - **Segment 1:** (e.g., young professionals, urban areas, health-conscious, frequent exercisers)
 - **Segment 2:** (e.g., retirees, suburban areas, skincare enthusiasts, luxury buyers)

3. Describe Each Segment:

- **Target Audience:** Briefly describe who they are.
- **Marketing Message:** What message would appeal to them?

- **Marketing Channel:** How would you reach them? (e.g., social media, TV ads)

Note to Educators: This activity allows students to apply market segmentation concepts to a real-world product.