

How Companies Match Resources, Marketing Mix and Targeted Segments: An Empirically Derived Framework of Targeting Strategies

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Abstract

The paucity of empirical research on Targeting is surprising. The marketing literature treats Targeting as a policy decision answered primarily under the question “Which should we target?”. Albeit an integral part of Strategic Marketing, Targeting has received limited attention. To the best of your knowledge, this is the first attempt to empirically derive a set of valid and coherent set of strategic alternatives, based on a thorough empirical study of applied targeting strategies, that synthesizes company resources, the whole of the marketing mix and the number of targeted segments. Targeting strategies are empirically validated and measured through an e-mail survey of Marketing executives in a European country. The results provide a solid basis for the further expansion of research in Targeting strategies, a much-neglected topic of marketing strategy.

Subject Areas: *Marketing Planning and Implementation, Marketing Strategy*

Track: Marketing Strategy & Theory