



STP FRAMEWORK

“Mapping Market Realities to Targeted Growth”

Segmentation, Targeting, and Positioning (STP) is a marketing model that redefines whom you market your products to, and how. It makes your marketing communications more focused, relevant, and personalized for your customers.



Marketing Strategy
Development



Product Launch &
Design



Advertising &
Branding



Market
Differentiation

PHASES

Segmentation

Targeting

Positioning

STRATEGY

Identify & Profile.

Evaluate & select.

Differentiate &
communicate.

KEY ACTIONS

Identify and divide the broad market into smaller, distinct groups.

Assess the commercial attractiveness of each segment.

Create a unique value proposition and clear, compelling brand image.

TYPES OF SEGMENTATION

Demographic Segmentation



Based on **visible traits** like age, gender, income, education, and family size.

Psychographic Segmentation



Based on lifestyle, values, interests, and personal attitudes.

Geographic Segmentation



Divides audiences **by location** and considers local climate, culture, and infrastructure.

Behavioral Segmentation



Groups people according to **buying habits**, brand loyalty, and **product usage**.



Define Your
Market



Create
Audience
Segments



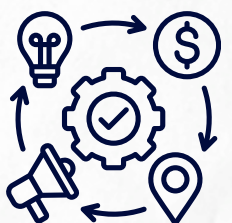
Identify
Attractive
Segments



Evaluate Your
Competition



Fix Your
Positioning



Set Your
Marketing
Mix

The Effective STP Strategy



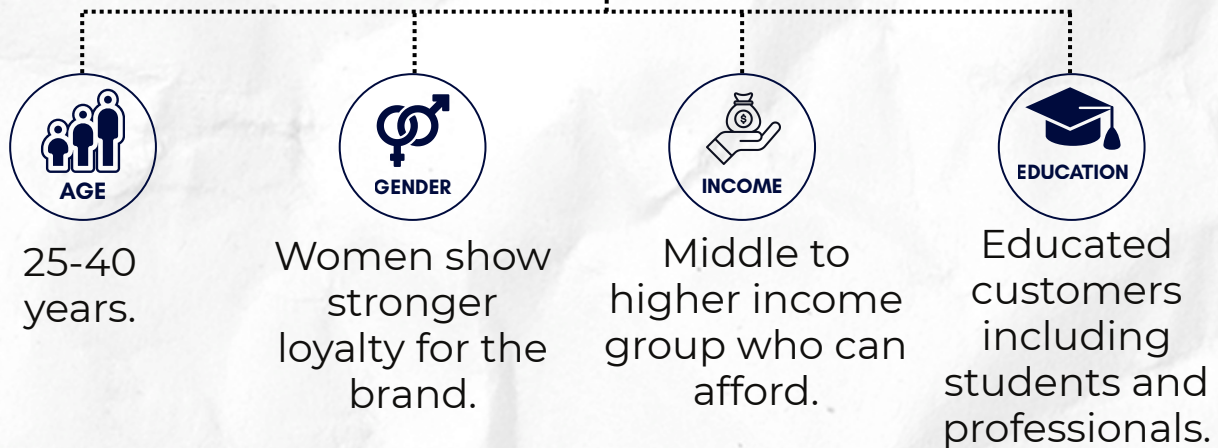
STP IN ACTION

“Starbucks Through the Lens of the STP”



SEGMENTATION

DEMOGRAPHIC



GEOGRAPHIC



Focuses on urban areas with high foot traffic and greater purchasing power.

BEHAVIORAL



It focuses on customer loyalty through its rewards program and segmenting users by their spending habits.

PSYCHOGRAPHIC



Attracts coffee lovers, socializers, trend followers, professionals, and eco-conscious customers.



TARGETING

Starbucks' target market consists of young, urban, and affluent consumers, with a strong emphasis on Millennials and Gen Z.



Gen Z (18-24) are attracted to comfy workspaces, diverse menus, and the brand's status appeal.



Millennials (25-40) are drawn to Starbucks' lifestyle focus, convenient and welcoming experiences and also healthier options



POSITIONING

Starbucks offers a premium and consistent coffee experience with high-quality and ethically sourced beans. Customers anticipate excellent coffee, friendly service, and a comfortable atmosphere.

Mono segment positioning : Targeting premium clients who are prepared to pay more for superior goods and services.

Adaptive positioning: Offers lower-calorie beverages in response to health-conscious trends.

Sustainability positioning: Encourages environment friendly behavior through its "Greener Stores".

Standby positioning: Only after market demand grew did some products, such as the Frappuccino, become well-known.