

# Etude de marché

Objective: understand the needs

Tool: qualitative technique



# Segmentation

Objective: Aggregate the needs into homogeneous segments

Tool : a survey



# Target marketing

Objectives: choose the most attractive segment(s)

Tools: Porter's 5 forces



# Positioning

Objective: adapt your strategy according to the segment

Tools: Marketing mix



# Launch

Objective: Activating segments

Tools: Email marketing, SEA, SEO, ...