

Target Market Strategies

Targeting strategies usually can be categorized as one of the following:

1. **Concentrated strategy** (Single-segment strategy). One market segment (not the entire market) is served with one marketing mix. A single-segment approach often is the strategy of choice for smaller companies with limited resources.
2. **Differentiated strategy** (Selective specialization or multiple-segment strategy). Different marketing mixes are offered to different segments. The product itself may or may not be different - in many cases only the promotional message or distribution channels vary.
3. **Product specialization**. The firm specializes in a particular product and tailors it to different market segments.
4. **Market specialization**. The firm specializes in serving a particular market segment and offers that segment an array of different products.
5. **Full market coverage**. The firm attempts to serve the entire market. This coverage can be achieved by means of either a mass market strategy in which a single undifferentiated marketing mix is offered to the entire market, or by a differentiated strategy in which a separate marketing mix is offered to each segment.

'**Brand**' has been identified as a method of differentiation in marketing. In global marketing, the brand can even develop social or behavioral characteristics as with Benetton or Porche. Furthermore, the brand concept is dynamic, not static. This can develop according to each market (consumer habits, niches, etc.).

There are two main types of brand:

Manufacturer brands

Are created by producers and bear their chosen brand name. The producer is responsible for marketing the brand. The brand is owned by the producer. By building their brand names, manufacturers can gain widespread distribution (for example by retailers who want to sell the brand) and build customer loyalty (think about the manufacturer brands that you feel "loyal" to). Own label brands

Own-label brands

Are created and owned by businesses that operate in the distribution channel (distributors). Often these distributors are retailers, but not exclusively. Sometimes the retailer's entire product range will be own-label. However, more often, the distributor will mix own-label and manufacturers brands. The major supermarkets are excellent examples of this. Own-label branding – if well carried out – can often offer the consumer excellent value for money and provide the distributor with additional bargaining power when it comes to negotiating prices and terms with manufacturer brands.

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