

## **MKT 301**

### **Marketing Plan: Segmentation Example**

NOTE: This example is written for a product called Staycation.com. It is an online vacation planner for consumers taking their vacations at home. This is a common phenomenon in the current economy.

#### **Childless Couples (Young Adventurers)**

The Young Adventurers group is comprised of young adult couples who are mostly just starting out on their own. Young couples are typically known to endure financial hardships (even without children) for various reasons. These reasons might include young people being typically employed in entry-level positions that usually do not pay the going average in their particular career field. On top of this, some may have bills and debt from various sources such as vehicles and student loans. They may neither possess the finances nor the large quantity of vacation time from their jobs to take a conventional vacation.

##### Demographics for Young Adventurers

Age: 19-25  
Relationship status: Living together or Newlyweds  
Professional Status: Entry-level work  
Children: None  
Income Level: Low to Mid-level income

##### Psychographics for Young Adventurers

Family oriented  
Money Conscious (On a Budget)  
Adventure Seeking  
Tree-Huggers (Environmentally Conscious)

#### **Single Parents (Jugglers)**

Jugglers have it pretty rough. They have to balance the time between caring for their loved ones and providing for them. Throughout the year, Jugglers do not have a lot of time to bond with their children because they are essentially doing the work of two parents, even though there is only one of them. At the end of the day, Jugglers can be wound to the limit. Taking the time to connect with members of a Juggler family can be of great benefit when it comes to avoiding dysfunction. Familial bonding creates memories that show that there is more to life than the programmed rat-race existence that the Juggler family members may be used to.

##### Demographics for Jugglers

Age: 21-35  
Relationship status: Divorced or Unmarried  
Professional Status: Steadily employed  
Children: One or more  
Income Level: Low to Mid-level income

##### Psychographics for Jugglers

Money Conscious (On a Budget)  
Overworked (Need to take time to decompress)  
Tree-Huggers (Environmentally Conscious)

#### **Dual Parents (Tag-Teamers)**

Tag-Teamers do not have it quite as bad as Jugglers, but that doesn't necessarily mean they have it easy. Some families may have started out young. That means the kind of work available for the young parents would typically be blue-collar jobs (low-paying jobs that do not require a college degree or any

specialized training). In other families, only one of the parents may be employed, in which case the other parent also becomes one more mouth to feed in the family. While juggling the time between caring for their children and providing for them is not as big an issue in most Tag-Teamer households, it is still important for family members to socialize and have fun together, especially while children are young.

#### Demographics for Tag-Teamers

Age: 23-40  
Relationship status: Married or Common-law couples  
Professional Status: Steadily employed  
Children: One or more  
Income Level: Mid-level income

#### Psychographics for Tag-Teamers

Family oriented  
Money Conscious (On a Budget)  
Overworked (Need to take time to decompress)  
Strong sense of responsibility  
Traditional values  
Probably have extensive family ties

#### **Older Couples (Empty-Nesters)**

Of all the target couples, Empty-Nesters probably enjoy the most freedom. This group is composed of older adults who either never had children, or no longer have children under their care. Given the proper financial resources, Empty-Nesters can pick up and leave just about any time they like. The only thing that stands in between Empty-Nesters and a good time is money. A lot of times, getting the kids out of the house frees up all kinds of finances. However, there are other cases when people really have to milk the budget. They may have personal financial situations. They might be living off of pension funds, or due to an inability to work, relying on Social Security, disability, or some other form of supplemental income.

#### Demographics for Empty-Nesters

Age: 50 and over  
Relationship status: Married  
Professional Status: Employed, disabled, or retired  
Children: Grown and out of the house  
Income Level: Low to mid-level income

#### Psychographics for Empty-Nesters

Money Conscious (On a Budget)  
Adventure Seeking  
Flexible time  
Like to do things with other retirees

### Target Demographics and Psychographic Data

	<b>Young Adventurers</b>	<b>Jugglers</b>	<b>Tag-Teamers</b>	<b>Empty-Nesters</b>
<b>Age:</b>	19-25	21-35	23-40	50 and over
<b>Relationship Status:</b>	Living together or Newlyweds	Divorced or Unmarried	Married or Common-law couples	Married
<b>Professional Status:</b>	Entry-level work	Steadily employed	Steadily employed	Employed, disabled, or retired
<b>Children:</b>	None	One or more	One or more	Grown and out of the house
<b>Income Level:</b>	Low to Mid-level income	Low to Mid-level income	Mid-level income	Mid-level to upper-middle income
<b>Psychographic Areas of Concern</b>	Family oriented	Money Conscious	Family oriented	Money Conscious
	Money Conscious	Overworked	Money Conscious	Adventure Seeking
	Adventure Seeking	Tree-Huggers	Overworked	Socially active
			Strong sense of responsibility	Do things in groups
			Tree-Huggers	