

Targeting your Customer: Understanding Markets

Market
Landscape

Discovered Opportunities: Strategic Positioning

Attitudinal
Segmentation

Concept
Development

Price
Elasticity

Competitive
Assesment

Directed Discovery: Communications

Exploratory
Qualitative

Message
Development

Concept
Evaluation

Awareness &
Effectiveness
Tracking

Conversion Compass

Low adopter



High Adopter

