

# Marketing Activities for Different Market Segments

## What is a Market Segment?

A **market segment** is a group of people who share similar age, needs, interests, or buying habits.

Businesses change their marketing to match each group.

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## 1. Youth (Teens and Young Adults)

### Who they are:

Teenagers and young adults (about ages 13–25)

### Marketing Activities:

- Social media ads (TikTok, Instagram, YouTube)
- Influencer and celebrity endorsements
- Bright colors, fun designs, short videos
- Focus on trends, fashion, technology, and entertainment

### Examples:

- Clothing brands using TikTok influencers
- Gaming companies promoting through YouTube streamers

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## 2. Generation X

### **Who they are:**

Adults aged about 40–55

### **Marketing Activities:**

- Online ads (websites, email marketing)
- Product reviews and comparisons
- Focus on value, quality, and reliability
- Promotions related to family needs and work-life balance

### **Examples:**

- Car and insurance ads highlighting safety
- Home improvement ads showing long-term value

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## 3. Baby Boomers

### **Who they are:**

Adults aged about 56–75

### **Marketing Activities:**

- TV commercials and newspaper ads
- Clear messages and larger text
- Focus on trust, brand loyalty, and comfort
- Health, travel, and financial planning promotions

### **Examples:**

- Retirement planning ads on TV

- Travel companies offering senior vacation packages

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## 4. Seniors

### **Who they are:**

Adults aged 75 and older

### **Marketing Activities:**

- Print ads, flyers, and TV commercials
- Simple language and easy-to-read designs
- Focus on health, safety, and convenience
- In-store assistance and customer service

### **Examples:**

- Pharmacy ads for health products
- Home care and mobility aid advertisements

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## **Key Point to Remember**

Businesses use **different marketing activities** for each age group because **people of different ages have different needs, interests, and media habits**.

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