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2025 January 28th



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Market Strategies in Companies: STP Framework and Case Studies

STP Framework Introduction

Importance of STP?

Segmentation, Targeting, and Positioning-stated one STP framework forms one important marketing area of application. This framework helps the companies to develop highly focused strategies. A company segments the market into smaller pieces called segments, selects the most appropriate ones to target, and positions its products and services to gain favor with those customers. It is very important nowadays when the world is full of specific competition, and customers look for personalized solutions.

Key Gains from the STP:

Resource Used Efficiently: Most focus is on the best customer groups saving time and money.

Customer Satisfaction: Customized solutions focus on specific needs affecting satisfaction levels.

Clear Gain: Provides admittance to a clear understanding of how the product/service is differentiated from the alternatives offered.

Tech Behavior: With digital transformation, understanding tech-savvy users versus those less inclined to adopt new technologies can further refine segmentation efforts.

STP in Three Steps:

Segmentation:

This involves breaking an entire market into smaller groups sharing same characteristics. Examples of segmentation are:

Demographics: The customers can be segmented according to their age, income level, and occupation. A high-end electronics company might concentrate on attracting the middle- to high-income bracket.

Geographics: Sometimes a geographical approach selects cities as targets for fast delivery services.

Psychographics: Values, interests, or lifestyles can also determine segmentation. For example, a fitness brand may focus on health-conscious target buyers.

Behavioral Perspective: A behavioral perspective, based on customer loyalty and usage rate such as light, medium, and heavy users, very much assists segmentation.

Targeting:

After segmentation, companies assess each group's attractiveness so that they can select the ones to concentrate on. Important factors are:

- Market size and growth potential.
- Competition within the segment.
- Whether the business has the resources to serve that segment effectively.
- Formula for Segment Attractiveness:

$$\text{Segment Attractiveness} = (\text{Size} \times \text{Growth Rate}) - \text{Competitive Intensity}$$

Additional Consideration: Businesses should also evaluate long-term viability and sustainability of the segment to ensure profitability beyond short-term gains.

Positioning:

Positioning is about creating a unique image for a product or service in the minds of customers. It highlights the product's value and makes it stand out from competitors. For example:

- *A coffee brand might position itself as premium by focusing on quality and taste, while another may highlight affordability.*
- *Another coffee brand may focus on affordability and convenience to attract price-sensitive consumers.*

Value-Based Positioning: Highlighting social responsibility, such as eco-friendly packaging or ethical sourcing, to appeal to values-driven customers.

Getir



Segmentation

Getir targets mainly urban professionals, students, and families who cherish convenience. But also appeals to individuals who value convenience and are , often preferring seamless app-based solutions for their daily needs. These customers often prioritize saving time over money and appreciate the simplicity of having essentials delivered with minimal effort. Also it has lots of benefits to the elderly customers who face mobility issues and the tourists who want to have a quick access to essentials.

Demographics: The main customers are usually aged between 20 and 45 and lead very busy lives, lacking time to shop.

Geographics: Currently, major cities in Turkey, Istanbul, Ankara and Izmir, are Getir's initial targets. The expansion was international into cities like London, Amsterdam, and New York. Very populated areas seem favorable for rapid delivery services.

Behavioral: Those who have a tendency to order online at any time and are willing to pay more for such convenience and speed are targeted by Getir.

Targeting

The company targets individuals who have time sensitivity so that its customers include:

Young professionals who require immediate grocery access post-working hours.

Families with small children looking for instant solutions for daily essentials.

Positioning

Getir remains the fastest and most reliable delivery service. Its slogan, “Groceries in minutes“ emphasizes speed, capturing existing urban lifestyles.

Marketing Campaigns

Localized Ads: In London, Getir employed digital advertisements at busy junctions, saying things like "Need milk? We're faster than your local shop."

Social Media Influencers: Turkish influencer Danla Bilic uploaded videos on her social media accounts that showed how Getir fits into a busy lifestyle.

Celebrities That Popular Among Young People: In Getir's ads, usually people who appear is either young celebrities or celebrities that popular among young people such as Edis and Deniz Işın.

Promotions: Free delivery for first three orders for new users encouraged them to try the service.

Sponsorships: Getir has sponsored the famous sports clubs in the markets that are either working or have a new entrance. Getir's sponsorship to Galatasaray and Tottenham Hotspur are examples.

Turkish Airlines (THY)



**TURKISH
AIRLINES**

Segmentation

Turkish Airlines caters to a broad spectrum of passengers:

- By demographics: Business travelers, holidaymakers, frequent travellers and expatriates.
- By geographics: The airline targets international travelers with services to over 340 destinations in 130 countries.
- By psychographics: Serve those who appreciate high service quality and seamless travel experience.

Targeting

The airline targets two groups:

- High-income business travelers demanding premium services such as exclusive lounges and business-class seating.
- Middle-income leisure travelers who prefer economical but comfortable options.
- Expatriates: Those frequently traveling between their home and host countries.
- Premium Leisure Travelers: High-income holidaymakers seeking exclusive, luxurious experiences, such as first-class cabins and private lounges.
- Freight and Business Cargo Clients: Beyond passengers, Turkish Airlines targets businesses requiring reliable cargo services, emphasizing its expansive global network.

Positioning

THY is positioned in the global premium airliner customer segment with the slogan "Widen Your World." THY Positions itself around its large network and service quality. Turkish Airlines emphasizes its in-flight cuisine, featuring award-winning menus curated by professional chefs, and its modern fleet, which enhances customer comfort. Additionally, its connection to Istanbul as a hub allows travelers convenient access to multiple regions, particularly Europe, Asia, and Africa.

Marketing Campaigns

- Global Advertisements: Turkish Airlines produced high-profile campaigns with Lionel Messi and Morgan Freeman endorsing their premium services.
- Sponsorships: Sponsorships of events like the UEFA Champions League and Olympics have contributed to the brand's visibility and brand image.

- Miles&Smiles Programs: The programs offer free flights and upgrades to frequent flyers as an incentive scheme to strengthen customer loyalty.
- Digital Engagement: Social media campaigns with hashtags like #WidenYourWorld encourage travelers to share their experiences.
- Humanitarian Efforts: Partnerships with UNICEF and other global NGOs emphasize Turkish Airlines' commitment to corporate social responsibility.

InPost:

InPost is among the Polish companies that provide logistics as well as parcel delivery services that focus especially on self-service parcel lockers and state-of-the-art parcel delivery. Its services serve as an alternative to the conventional courier and postal services, allowing customers a more convenient, flexible, and environmentally friendly option to send and receive packages.



Segmentation

InPost provides parcels to different customer groups:

Demographics-wise: People and companies looking for convenient, inexpensive, and eco-friendly parcel delivery or return services.

Geographically: Focuses on urban and suburban areas throughout Poland and Europe, with markets expanding in places like the UK, France, and Spain.

Psychographics: customers who value convenience, sustainability, and flexibility, preferably tech-savvy ones, who appreciate app-based parcel management.

Behaviorally: Online shoppers and e-commerce platforms requiring fast delivery or returns.

Targeting

E-commerce shoppers: Individual customers who shop online fairly often and require convenient parcel delivery via either lockers or home services.

Small and medium businesses become expensive and straightforward delivery solutions, and they use InPost's services.

Urban millennials and GenZ: Those tech-savvy groups that truly appreciate the 24/7 accessibility of InPost's app-based, self-service parcel locker system.

Sustainability-conscious consumers: Eco-conscious customers are targeted by emphasizing less carbon emissions through parcel locker use rather than doorstep delivery.

Gig economy workers: Couriers and delivery drivers benefit with InPost through simplified processes for dropping off and picking up, thereby allowing them to work more efficiently.

Rural and suburban dwellers: Extending service for underserved areas with a pleasant delivery experience.

Positioning

InPost positions itself as a leader in parcel delivery innovation, offering sustainable, fast, and flexible solutions through its extensive network of self-service parcel lockers. It is seen as a modern alternative to traditional courier services, emphasizing customer empowerment and convenience.

Marketing Campaigns:

Localized Ads: In Poland, ads promote the convenience of 24/7 access to lockers, highlighting how InPost fits seamlessly into busy lifestyles.

Sustainability Campaigns: Advertises its eco-friendly impact, such as reduced carbon emissions compared to home delivery services, resonating with environmentally conscious customers.

E-commerce Partnerships: Collaborates with platforms like Allegro and Amazon to integrate InPost's delivery options, making it a go-to choice for online retailers.

Promotions: Offers discounted delivery rates or free returns for first-time users, enticing them to try the service.

Digital Engagement: Actively uses social media and apps to notify customers about delivery updates, promotions, and the nearest parcel lockers.

Conclusion:

Our report emphasizes the significance of the STP framework- Segmentation, Targeting, and Positioning in the marketing. The case studies of Getir, Turkish Airlines, and InPost show that those business giants owe too much things to their STP strategies in marketing.

To sum up, Segmentation defines a market by grouping customers together based upon demographics, geography, psychographics, and behavior. Targeting ranks potential customer groups followed by their needs and desires, sequencing the offering to fit that. Positioning denotes the unique and clear value that is being created for a brand that competes against several others in the marketplace. This analysis shows that the successful companies adopted strategies relevant to customer preferences and executed them through innovative campaigns to ensure engagement, satisfaction, and growth. Even today, the STP framework is an essential instrument for any success in the market.

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