### Contents

**Segmentation in Social Marketing: Why We Should Do It More Often that We Currently Do.**
Krzysztof Kubacki, Timo Dietrich and Sharyn Rundle-Thiele

**Part I Segmentation in Social Marketing**

An Umbrella Review of the Use of Segmentation in Social Marketing Interventions
Krzysztof Kubacki, Sharyn Rundle-Thiele, Bo Pang, Julia Carins, Joy Parkinson, Haruka Fujihira and Rimante Ronto

The Importance of Segmentation in Social Marketing Strategy
Jeff French

Changing Times for Social Marketing Segmentation
Sally Dibb

How and Why Segmentation Improves ROI
Nancy R. Lee

**Part II Segmentation Process, Methods, and Application**

Segmentation in Social Marketing: Five Steps to Success
Timo Dietrich

Methods in Segmentation
Sara Dolnicar and Bettina Grün

Segmentation Using Two-Step Cluster Analysis
Aaron Tkaczynski

**Part III Segmentation in Practice**

Increasing Civic Engagement Through Market Segmentation
Melanie Randle and Sara Dolnicar
Segmenting Caregivers to Gain Insights for Social Marketing Program Design ............................................. 143
Francisco Crespo Casado, Sharyn Rundle-Thiele and Timo Dietrich

Young Adults and Alcohol: An Explorative Audience Segmentation Analysis .................................................... 161
Jolanda Mathijsen, Sandra Kuiper and Meriam Janssen

Using Segmentation and Theory to Design Better Promotion and Prevention Campaigns: A RECYC-QUÉBEC Case Study ............ 179
Maxime Boivin, Emmanuelle Gagné and Valériane Champagne Saint-Arnaud

Why We Need Segmentation When Designing Social Marketing Programs .......................................................... 197
Sharyn Rundle-Thiele, Timo Dietrich and Krzysztof Kubacki
Segmentation in Social Marketing
Process, Methods and Application
Dietrich, T.; Rundle-Thiele, S.; Kubacki, K. (Eds.)
2017, VI, 214 p. 23 illus., Hardcover
ISBN: 978-981-10-1833-6