

Why is TikTok winning at consumer market segmentation?

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on ebizradio.com, discuss the benefits and objectives of consumer market segmentation.



The Lunchtime Marketing and show celebrates its 75th episode this week. In this very special episode, they discuss why TikTok has become a valued market media platform and is winning at consumer market segmentation.

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