

GIS Tutorial for Marketing

Chapter 5

Developing an Integrated Marketing Communication Program

Map Location

Marketing scenario

The Community Farm Alliance (CFA):

- An organization of Kentucky farmers seeking revenue to replace lost tobacco sales
- Developed farmers markets in Lexington and Louisville, Kentucky
- Wishes to develop an integrated marketing communication program to increase consumption of locally produced food products
 - Initial focus on Lexington, Kentucky area
 - Push strategy to convince selected grocery stores and restaurants to sell locally produced foods
 - Pull strategy to convince Lexington consumers to buy locally produced foods in grocery stores and restaurants

Learning objectives

To coordinate the components of an integrated marketing communication program, you will learn how to use ArcGIS to:

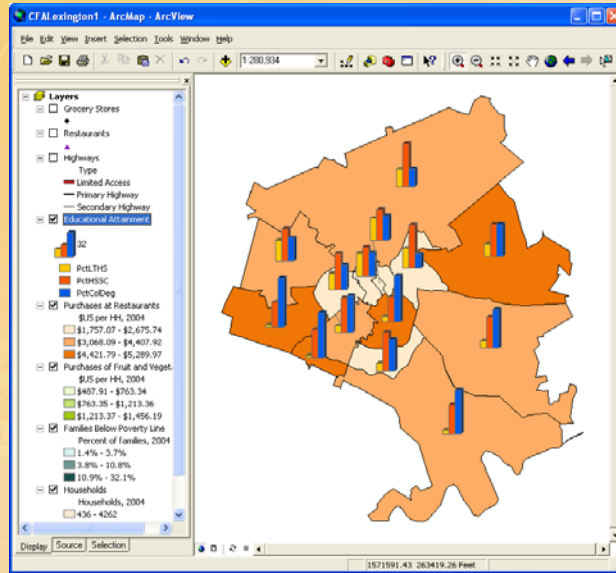
- Create map symbology to display population and business characteristics
- Select businesses for the push component of the campaign
- Define and select groups of consumers for customized promotional messages
- Select appropriate media for target Community Tapestry segments using Market Potential Indexes
- Design maps to communicate and support your recommendations

Exercise 5.1: Explore Lexington's food outlets and demographics

In this exercise you will:

- Load and explore a basemap of Lexington, Kentucky, that contains food outlets and demographic and purchasing data
- Add more demographic data to the project and give it meaningful symbology
- Create a map displaying bar graphs of educational attainment by ZIP Code

Educational attainment by ZIP Code

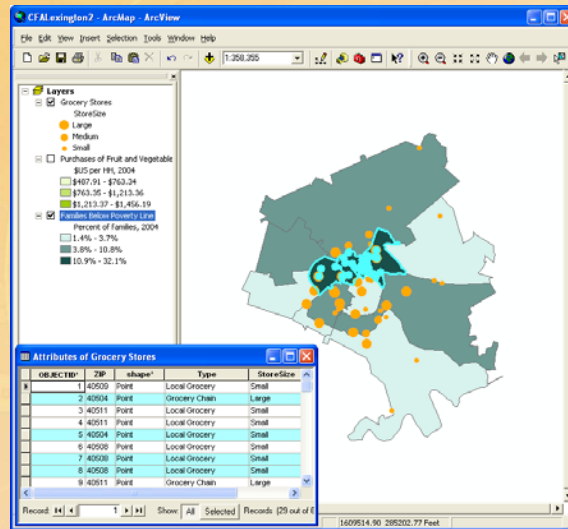


Exercise 5.2: Select grocery stores for the push campaign

In this exercise you will:

- Display Lexington grocery stores by location and size
- Select the stores to be approached in CFA's push campaign
- Assess market coverage of selected stores in low-income ZIP Codes
- Create a map documenting these stores

Select grocery stores and assess coverage in low-income ZIP Codes

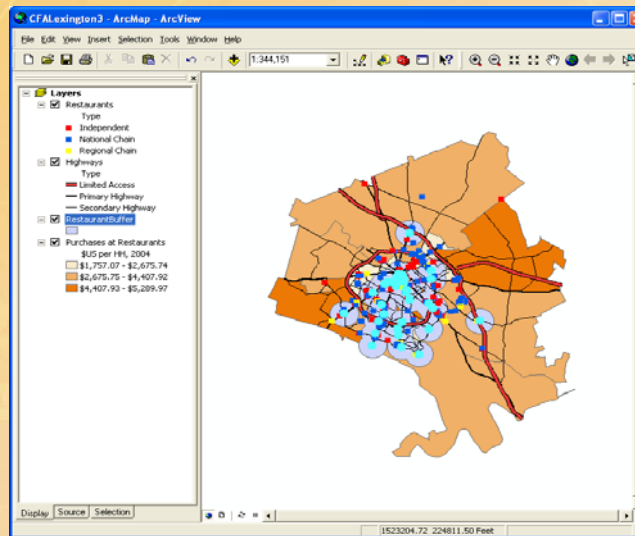


Exercise 5.3: Select restaurants for the push campaign

In this exercise you will:

- Display Lexington restaurants by location and size
- Select the restaurants to be approached in CFA's push campaign
- Assess market area coverage of selected restaurants
- Create a map displaying these restaurants

Select restaurants and assess market area coverage

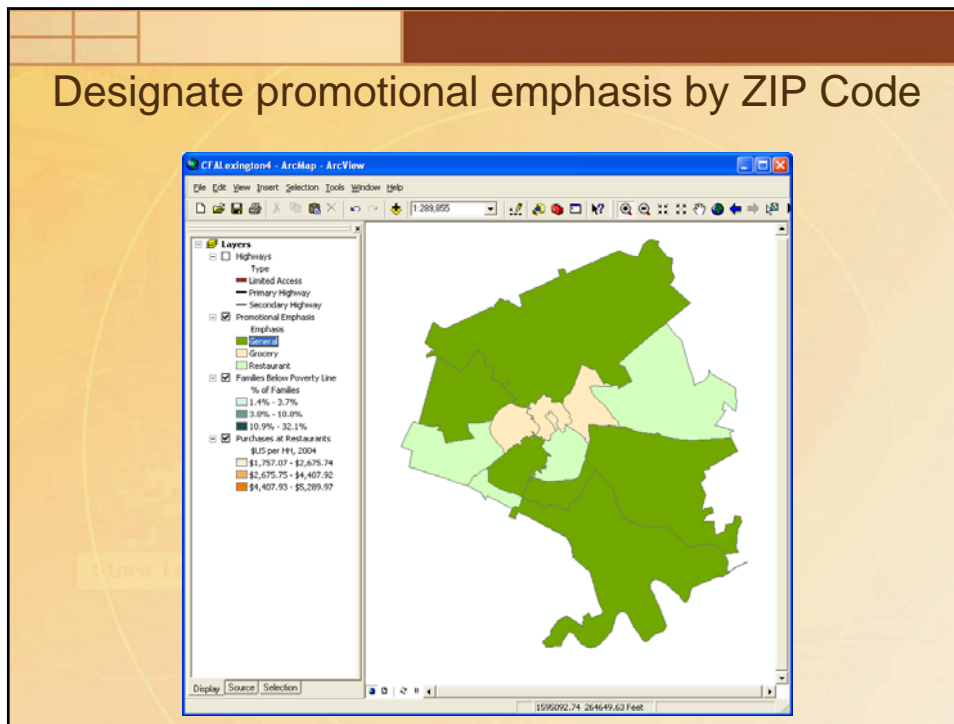


Exercise 5.4: Select advertising media using Community Tapestry data

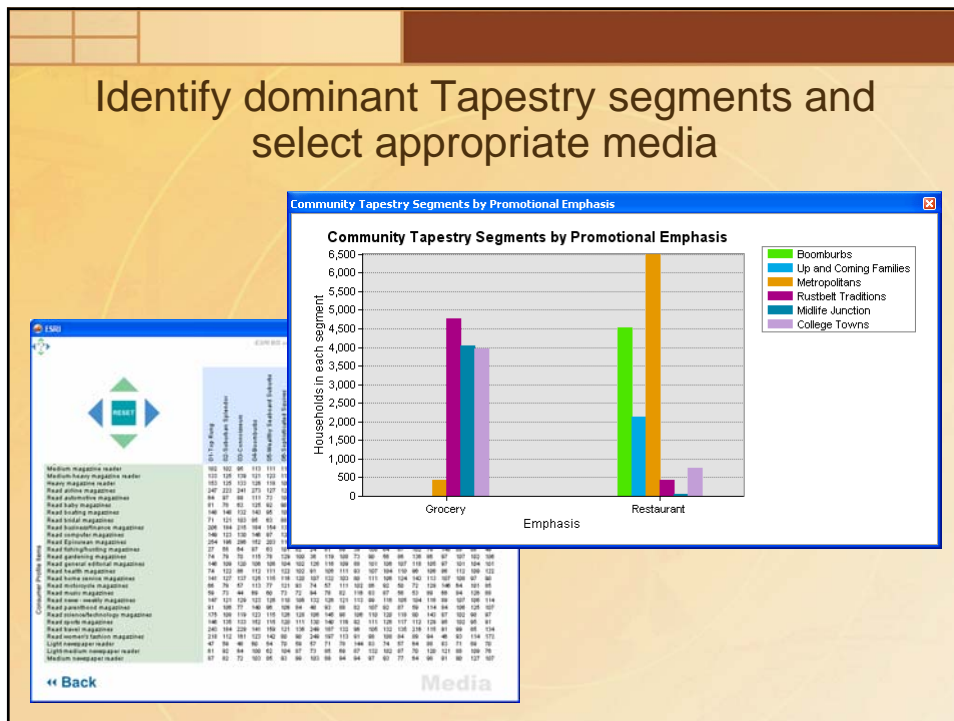
In this exercise you will:

- Target specific groups of ZIP Codes for customized promotional methods
- Identify the dominant Community Tapestry segments in the targeted ZIP Codes and the lifestyle characteristics of those segments
- Identify the advertising media most often used by the Community Tapestry segments in the targeted ZIP Codes
- Design a map that displays the targeted ZIP Codes and media most appropriate for each group

Designate promotional emphasis by ZIP Code



Identify dominant Tapestry segments and select appropriate media



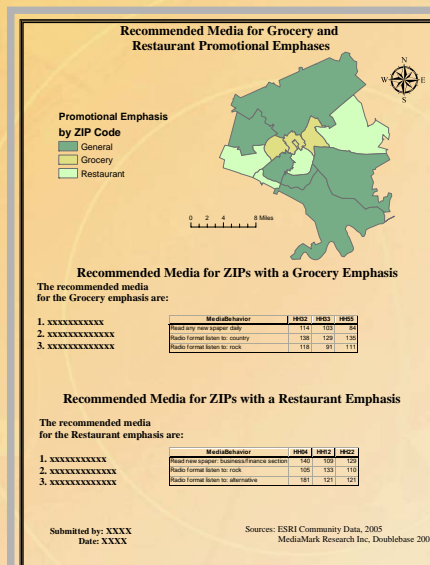
Exercise 5.5: Recommend a media strategy

In this exercise you will :

- Design a map displaying the promotional emphases for Lexington's ZIP Codes
- Create a table listing the appropriate media for ZIP Codes with a promotional emphasis on grocery stores
- Create a table listing the appropriate media for ZIP Codes with a promotional emphasis on restaurants

Map Location

Emphasis areas and selected media



Additional applications

How to extend the capabilities of ArcGIS:

- Business Analyst business and shopping center data for business market prospecting
- Integration with CRM and ERP systems to identify and evaluate potential business customers
- Extensive media MPI data for more specific media exposure information
- Integration into clicks and mortar retail sites with pick-up options and store locators (e.g., Best Buy)
- GIS applications embedded into promotional Web sites such as Nature Valley's "Where's Yours?" site