

GIS for Marketing

GIS and Marketing

- Spatial insight – know where your potential market is
- Visualization – associate relevant information (spatially)
- Spatial analysis – provide numbers for decision-making
- Communication – a map is worth a thousand words (who's your audience)

Relevant Terminology

- Geodemographic analysis
- Geo-marketing
- Geobusiness
- Business GIS (BGIS / BIS)

What can Geo-Marketing do for you?

- Geo-Marketing is an excellent tool for displaying data that has a geographical context (= can be linked to a geographic region or area). It can help to obtain answers to questions like:
 - tell you WHERE your customers are
 - visualize any data in a geographic context by linking it to a digital map.
 - locate something on a digital map
 - calculate summary information for specific areas
 - select customers within specific areas
 - select customers with a certain radius of a point
 - using micro-geographic segmentation select customers similar to a specific type in the rest of the country
 - solve problems regarding location of a new outlet

Geo-marketing

Generally a three stage process:

- Segment your current customer base: What demographic types are they; Which products do they buy; How far do they travel to purchase your service; Which media do they read?
- Define your target markets: Which segments do you wish to target; what is your strategy for targeting them. You may not have any information about your current customers – what other surveys are available that might help you produce a definition of the market.
- Reach your target markets: produce the data sets required; generate maps and reports.

Market Segment Databases

- US Census data
 - American Community Survey (ACS)
<http://www.census.gov/acs/www/>
- Claritas
 - <http://www.claritas.com/MyBestSegments/Default.jsp>
- ESRI Community Tapestry
 - http://www.esri.com/data/community_data/community-tapestry/index.html

Components of Marketing Campaign

- Evaluating campaign target audience segments
- Evaluating audience needs
- Creating the message
- Understanding different delivery methods
- Scheduling the campaign
- Monitoring, evaluating and enhancing the campaign

SWOT Analysis

- Strengths
 - Weaknesses
 - Opportunities
 - Threats
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- Strengths and weaknesses focuses your business to look internally at what your business can do. Threats and opportunities are external; focusing on the conditions of the real-world.