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 wroth 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
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

- 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.