GIS Tutorial for Marketing
As a Teaching and Learning Resource

University of Redlands
Spatial Analysis for Business Conference
April 29, 2008
Spatially Enabling Marketing Students

What? 

How? 

Where? 

From Whom?

What should every marketing student learn about GIS applications?
GIS Tutorial for Marketing

What?
Distribution of GIS Analytical Tasks

Marketing Executive

Business GIS Consultants

Full GIS Competence

Business GIS Professional
Distributed GIS Analysis

Marketing Executive

Specialized Analytical Models

Business Analyst
Business Intelligence Systems
Enterprise Service Bus

Modules, Datasets
Basemaps

Business GIS Professional

GIS in MKT
Where?
Spatially Enabling the Typical Marketing Curriculum

- Sales MGT
- Logistics SCM
- Specialties: Fashion, Tourism, NFP, Hospitality, Sports, Entertainment, Services
- Retail MGT
- Marketing Electives
- Consumer Behavior
- Integrated MKT Communication
- Marketing Research
- Global MKT Management

Marketing Requirements

- Accounting
- Finance
- Management
- Marketing
- Int’l Business

- Economics
- Quantitative Tools
- Info Tech
- Communication

Core Business Competencies
How?
Sequencing of Learning Activities

Description of case situation

Background information

Analytical tasks and report

Advanced applications

Marketing Executive

Business GIS Professional
Outdoor Living’s Situation

Outdoor Living:

- is an established producer of recreational, outdoor living products,
- is introducing its new Conestoga model designed for families who are new to camping
- wishes to target middle income families with its three pronged promotional campaign
  - advertising
  - direct mail
  - outdoor shows
Marketing Problem

To maximizing the effectiveness of the promotional campaign in Florida by;

- identifying concentrations of target market families, and

- targeting each component of the promotional campaign to appropriate geographic areas of the state.
In this project, you will use ArcView to solve the marketing problem by:

- identifying target market concentrations in counties to target the advertising campaign,
- identifying target market concentrations in ZIP codes to target the advertising campaign,
- identifying target market concentrations in Tampa area census tracts to select appropriate stores for outdoor shows, and
- designing map documents to support these decisions.
Module Tasks
Advanced Applications

Segmentation tools can be extended with:
- more extensive demographic data, with a wide range of segmenting attributes from ESRI BSI and other sources,
- lifestyle data such as Community Tapestry clusters,
- analysis of existing customers for more sophisticated market prospecting,
- automated segmentation and prospecting tools in ESRI’s Business Analyst, and
- applications by Telefonica del Peru and Western Exterminator which illustrate these tools.
Meiers Home Furnishings

Synopsis
A family home furnishings store in Chicago used demographic customer profiling to select the site for its second store. However, sales are lower than expected. Could the problem be lifestyle differences? Community Tapestry segmentation and Market Potential Indexes are used to explore this question and revise merchandising strategy.

<table>
<thead>
<tr>
<th>Marketing Faculty</th>
<th>Consumer Behavior</th>
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<tbody>
<tr>
<td>Course</td>
<td>Demographic and lifestyle segmentation, merchandising</td>
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<td>Topic</td>
<td>Consumer Behavior</td>
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<thead>
<tr>
<th>Business Professionals</th>
<th>Understanding customers, meeting customer expectations</th>
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<td>Business enhancements</td>
<td>Higher sales, lower inventory costs, more efficient promotion</td>
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<td>RoI impact</td>
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<thead>
<tr>
<th>GIS Faculty/Professionals</th>
<th>Market segmentation. Community Tapestry system, Market Potential Indexes</th>
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<tr>
<td>Business topic</td>
<td>Thematic mapping, buffer, table operations</td>
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<td>GIS tools</td>
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<td>GIS tools</td>
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**Synopsis**
An organization of local farmers in Lexington initiates an ad campaign to persuade local grocery stores and restaurants to carry locally produced foods and customers to seek out these products in grocery stores and restaurants.

| Marketing Faculty | Integrated Marketing Communication
| Course Topic | Push and pull strategies, demographics, lifestyle segmentation, media buying |
| Business Professionals | B2B and B2C promotion
| Business enhancements | Higher sales, greater distribution coverage, more efficient promotion |
| RoI impact | |
| GIS Faculty/Professionals | Market segmentation. Community Tapestry system, Market Potential Indexes |
| Business topic | Thematic mapping, buffer, table operations |
| GIS tools | |
PMD Global

**Synopsis**
A management training firm specializing in multimedia materials aimed at women who are moving from technical to managerial positions wishes to expand to international markets which meet its demographic and cultural screening criteria

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<tr>
<th>Marketing Faculty</th>
<th>Global marketing management</th>
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<tbody>
<tr>
<td>Course</td>
<td>International market assessment and screening</td>
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<tr>
<th>Business Professionals</th>
<th>Market evaluation</th>
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<td>Business enhancements</td>
<td>More successful expansion strategies</td>
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<td>RoI impact</td>
<td>Increased revenue, lower entry costs</td>
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<th>GIS Faculty/Professionals</th>
<th>Market evaluation</th>
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<tr>
<td>Business topic</td>
<td>Thematic mapping, selection by attribute, table operations</td>
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<td>GIS tools</td>
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### Synopsis

An online retailer of traditional crafts items which buys from artisans around the world and sells directly to collectors wishes to expand with a direct mail catalog campaign to prospects who match the profile of high value customers.

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<th>Marketing Faculty</th>
<th>Business Professionals</th>
<th>GIS Faculty/Professionals</th>
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<td>Course</td>
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- **Marketing Research, eBusiness**
- **Demographic data analysis, Geodemographic overlay**
- **Customer profiling**
- **Higher sales, more efficient promotion, higher response rates and profitability from direct marketing efforts**
- **Customer profiling**
- **Thematic mapping, spatial overlay, table operations, selection by attributes**
## Synopsis

A San Francisco book retailer with two stores wishes to open a new store in the area by matching the market area characteristics of several available properties with those of its most successful existing store.

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<tr>
<th>Marketing Faculty</th>
<th>Retail Management</th>
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<td><strong>Topic</strong></td>
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<tr>
<td></td>
<td>Trade area analysis, customer profiling, site selection</td>
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<tr>
<th>Business Professionals</th>
<th>Site selection</th>
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<tr>
<td><strong>Business enhancements</strong></td>
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<tr>
<td><strong>RoI impact</strong></td>
<td>Higher sales, lower cannabilization, better merchandising</td>
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<th>GIS Faculty/Professionals</th>
<th>Site selection</th>
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<tr>
<td><strong>Business topic</strong></td>
<td>Thematic mapping, buffer, market area alternatives, table operations</td>
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<td><strong>GIS tools</strong></td>
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Northwest’s Best

**Synopsis**

A new wine distributor in Portland, OR specializes in Washington and Oregon vineyards and sells to restaurants and liquor stores in the region. It wishes to design sales territories for its representatives and optimize the routing of sales calls.

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<thead>
<tr>
<th>Marketing Faculty</th>
<th>Sales Management</th>
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<tbody>
<tr>
<td>Course</td>
<td>Designing sales territories, routing sales calls</td>
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<td>Topic</td>
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<tr>
<th>Business Professionals</th>
<th>Sales organization and routing applications</th>
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<tr>
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<tr>
<td>RoI impact</td>
<td>Higher sales, more efficient sales force, lower logistics costs</td>
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<tr>
<th>GIS Faculty/Professionals</th>
<th>Territory design, routing</th>
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<tr>
<td>Business topic</td>
<td>Selection by location, multiple record selection, table operations, routing with Network Analyst</td>
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<td>GIS tools</td>
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**GIS Faculty/Professionals**

- Territory design, routing
- Selection by location, multiple record selection, table operations, routing with Network Analyst
GIS Tutorial for Marketing

By Whom?
Demands on Faculty

- Lab or student systems
- Sample syllabi, PPTs, test bank
- Learning only module skills
- Included case studies
- TMLS, with GISforMKT, I have
- Site course case
- Edition and cases
- Datasets and basemaps
- Sample syllabi, PPTs, test bank
- Time to learn this stuff
- Course related cases
- 2-3 hour modules
GIS Tutorial for Marketing

- GIS training for marketing students
- Introductory Business GIS for executives
- Introductory Business GIS for marketing faculty
- Business GIS learning resource for GIS professionals/faculty
- Learning modules for marketing courses
- Resource for dedicated Business GIS course
Spatially Enabling Marketing Students

**What?**
Task specific GIS applications which enable the solution of marketing problems

**Where?**
In 2-3 hour learning exercises in a variety of courses throughout the marketing curriculum

**How?**
With case-based GIS modules which are directly related to course material, use GIS tools to solve problems and describe advanced applications

**From Whom?**
From marketing faculty who have acquired GIS skills through a variety of training formats
Questions
GIS Tutorial for Marketing
As a Teaching and Learning Resource

University of Redlands
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Breadth of Applications

Geographic range: Case locations include:

GIS applications include:

Types of organizations: Cases include:

- an exporting service firm
  - Florida
  - San Francisco, CA
  - an importing electronic retailer
    - Lexington, KY
  - a non-profit community food producer
    - Chicago, IL
  - a furniture retailer
    - Portland, OR
  - a recreational equipment manufacturer
  - a book retailer
  - a wine wholesaler
  - San Francisco, CA
  - New York
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  - a book retailer
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