

GIS & Marketing

CRP – 514

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Outline of the Presentation

- Geographic Information System
- Marketing
- Functions of Marketing
- Lamar Advertising Company – A Case Study
- Application of GIS in Marketing
- Conclusion

Geographic Information System

A geographic information system (GIS) is a system for capturing, storing, analyzing and managing data and associated attributes which are spatially referenced to the earth.

In a more generic sense, GIS is a tool that allows users to create interactive queries (user created searches), analyze the spatial information, edit data, and present the results of all these operations.

Marketing

Marketing, as suggested by the American Marketing Association is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

Functions of Marketing

The major functions of marketing involve

- Market Research
- Segmentation
- Targeting
- Positioning
- Advertising & Sales Promotion
- Public Relations
- Selling
- Servicing
- Method of Payment and Credit

Lamar Advertising Company

- Lamar Advertising Company is one of the largest and most experienced outdoor advertising companies in the United States.
- Lamar currently operates 152 outdoor advertising companies in 43 states and is a leader in the highway logo sign business. Currently, Lamar operates more than 149,000 billboards and 97,500 logo sign displays across the country.

Lamar Advertising Company

The Challenge

Lamar strives to be the premier provider of outdoor advertising in the markets it serves. One way it achieves this goal is by providing clients with targeted placements for their outdoor advertising. Finding vacant billboards in the best areas for various products requires managing vast amounts of data including the actual location of the billboards and demographics of the areas where the billboards are located

Lamar Advertising Company

The Solution

After researching several vendors, Lamar chose ESRI ArcWeb Services because they provided all the data and features its clients were requesting.

Lamar Advertising Company

- Lamar introduced the online service in two phases. In the first phase when all maps in the system were redone.
- Now Lamar's sales staff can log on to their intranet, enter an address location requested by a client, and do a radius search in miles to find all available billboard panels within that radius, displaying them on a map.

Lamar Advertising Company

- The second phase introduced a map-editing system, allowing sales staff to change and edit the maps on the intranet for use in client proposals.
- Now sales staff can zoom in on a cluster of icons so each one can be seen, and the subsequent map can be saved as a new map in the proposal.

Lamar Advertising Company

Results

- More than 1,200 sales staff request an average of 1,600 map proposals each day.
- Lamar has received lots of positive feedback from their users. They have expressed their appreciation for the new features that have been added.

Application of GIS to Marketing

The Major Application of GIS in marketing include

- Customer Profiling
- Customer Segmentation
- Customer Analysis
- Establish Customer Relationship
- Advertise to customers & prospects

Customer Profiling

- Map your best customers who purchase most frequently
- Target these customers for loyalty campaigns and new promotions
- Analyze “best customer” sales related to your channels
- Investigate relationships between underperforming products and customer preferences

Customer Segmentation

- Group customers by product preferences
- Display customer subsets by product
- Analyze customer groups by sales territories
- Create messages targeted to your best segments

Customer Analysis

- Uncover new response markets
- Target messages by segment
- Analyze purchasing power versus product mix
- Map current customers
- Examine under- and over performing markets

Establish Customer Relationship

- Locate customers on maps
- Assign customer service staff to each customer
- Create customer service groups based on product territories
- Record customer contact
- Initiate customer feedback

Advertise to customers & prospects

- Track advertising success
- Map successful campaign territories
- Examine regional response to new products
- Screen product use by region

Conclusion

- GIS is currently being utilized in the developed countries to enhance the marketing process and to gain new markets.
- Companies in Saudi Arabia should also try to imitate those companies and try to be profitable and more assertive. This would make them in a better position to face the competition, that they surely will face in the future since Saudi Arabia has joined WTO.

Thank You

Any Questions??