WARNING:
This presentation contains main issues and key questions – not all the information that may appear on the test.
Marketing of places

LITERATURE

3. Gertner, E., *Unfolding and configuring two decades of research and publications on place marketing and place branding*, „Place Branding and Public Diplomacy”, 2011, 7, pp. 91-106
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BASIC MARKETING PRINCIPLES

1. Deliberate choice
2. Market research – based decisions
3. Integrated action on the market (marketing-mix)
4. Marketing planning
5. Control of the effectiveness of marketing activities

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MARKETING-MIX for PLACES


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MARKET SEGMENTATION / TARGETING

Efficient and precise adjustment of product and marketing efforts to the customer’s or user’s needs (disaggregation of demand).

W. M. Smith (1956)

Dividing the whole market (usually too large to deal with) into the segments having similar internal characteristics and maximally different from the other.

Ph. Kotler (1991)

The process of dividing the market into several parts, each of which has an intrinsic needs and then developing a product and related marketing programs that meet the needs of one or more of these parts.

J. A. Simpson (1994)
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PLACE-PRODUCT – SEGMENTATION

Places

Target groups in classical terms
(e.g. tourists – inhabitants – investors)

Sub products – actual offers of the place

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## SPLITTING the PLACE – PRODUCT

### PLACE (MEGA) PRODUCT

<table>
<thead>
<tr>
<th>SUB-PRODUCTS</th>
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<tbody>
<tr>
<td>Historical</td>
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<tr>
<td>Tourist</td>
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<td>Housing</td>
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<td>Labor markets</td>
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<td>Cultural</td>
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<td>Recreation and sports</td>
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<td>Fairs and exhibitions</td>
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<td>Commercial sites</td>
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<td>Investment offers</td>
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<td>Financial offer</td>
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<td>Environment</td>
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PRODUCT POSITIONING

– Putting the product in relation to competitive (similar) products, based on a limited number of clear criteria, in order to...

– ... make this product perceived as better than competitive products by targeted purchasers.
MARKETING STRATEGY of PLACES

METHODOLOGY

1. Identifying features of the place – its specificity:
   - history of the city (region)
   - people, the characteristics of the local community,
   - culture, traditions,
   - unique attractions,
   - economic image, industrial traditions,
   - landmarks,
   - aggregation of collected data – such as SWOT analysis, portfolio methods, positioning, etc

2. Segmentation, target groups

3. Defining strategic goals:
   - which product / sub-product
   - scope and scale of activities, etc.

4. Selection of tools (marketing-mix) and marketing communication channels
   (operational goals, and then tasks and projects) + indication entities responsible for their implementation

5. Timing of individual actions preliminary budgeting (sources of financing)

6. Monitoring and measuring the results

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MARKETING STRATEGIES of PLACES

Main aim
VISION

„SUB-PRODUCTS”
spheres

STRATEGIC AIMS

OPERATIONAL AIMS

TASKS / STRATEGIC PROJECTS

Pyramid of the strategic objectives

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key questions
WARNING:
Ability to answer all the questions from the next slides test results in passing a test with a very good note 😊

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1. What is (are) the key element (s) of the definition of marketing?

2. What are 5 basic marketing principles?

3. What are key differences between approach to managing enterprises and non-profit (public) organizations?

4. What is (are) the key element (s) of the definition of marketing of places?
1. What are differences in acquiring primary and secondary data in market research?
2. What are differences between probability sampling and non-probability sampling?
3. Indicate at least 5 key differences between quantitative and qualitative research
1. What differences between internal and external marketing?

2. How to interpret the complexity of territorial (mega) product?

3. What are the main elements of marketing-mix of places and how to interpret them?
1. What are the reasons of market segmentation / targeting?
2. Indicate at least 4 criteria of targeting
3. Indicate three dimensions of place-product segmentation
4. What are main differences of marketing approach to mega-product and sub-product?
5. List at least three methods of product positioning.
1. What are basic pricing strategies?
2. Does always price refers objective monetary value of the product – what is your attitude?
3. Price in commercial and place marketing – indicate at least 5 key differences
1. How to interpret distribution in place marketing?

2. What are forms and role of communication in marketing?

3. To which „P” of „4Ps” marketing communication can be assigned?
1. What are the functions of place promotion?

2. What are main elements of promotion-mix and their main features?

3. Does advertising always help territorial units to build their image?

4. What are public relations main tools?
1. What are main steps of building marketing / branding strategies of places?
2. What is the role of the specificity of the place for marketing strategies?
3. What can decide about the specificity of the place?
1. What are the functions of image and brand of the place?
2. What are basic principles for branding?
3. What are main differences between the image and the brand?
4. Should place brand be narrow or extended?