



The essence of territorial marketing and its concepts

LECTURE 1

Agenda

- What is Territorial Marketing?
- Goals of Territory Marketing
- Marketing VS Territory Marketing
- Steps of Territory Marketing
- Competitiveness indicators of the territory
- GAP analysis of the territory

Definition

Territory marketing is a marketing approach that involves promoting a specific location and its benefits instead of the product or service that a company offers.



Destination Marketing

The highest **goal of territory marketing** is to increase the level of quality of life of the population.

The **purpose of destination marketing** is to increase customer awareness of a certain destination

The first order objectives are:

- creation of conditions for comfortable living of the population;
- increase in the production and entrepreneurial potential of the territory;
- production and sale of territorial products;
- formation of attractiveness of the territory for various consumer



Marketing

is focused primarily on the promotion of goods, increase in sales and market expansion.
(firm's revenue, pricing, suppliers, competitors)

- Focusing on customer satisfaction;
- Marketing methodology;
- Branding approaches.

Territory Marketing

is focused on the socio-economic development of territories.
(territory image, effective consumption of resources, infrastructure complex)



Objects of TM

Levels of Territory Marketing

Country (state) marketing

Marketing of the region

City marketing

Municipal marketing, or marketing of settlements.

WHAT INFLUENCES COMPETITIVITY

Attractions

Natural, cultural, artificial resources, events

Accessibility

Roads, trains, airports

Rectreation

Commercial activities, other services etc.

Accomodation

Accommodation facilities (hotels, B&B, lodge, CBT etc.)

Activities

All activities: adventure, sports, culture etc.

Commercial
accessibility

Packages and offer available on the market



What are the attributes of these brands?



GAP analysis of the territory

A gap analysis process allows organizations to determine how to best achieve their business goals. It can be used in TM too.





Gap analysis template

	Current state	Future state	Gap	Actions to close gap
What	What happen?	What should it look like?	What is different?	What will be done to address the gap?
	Traffic jams in Almaty	Roads without traffic jams	A lot of cars; air pollution; lack of parking spaces	Expansion of metro lines; widening roads; construction of forks