

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.



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)

#### **Territory Marketing**

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

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              |  |  |







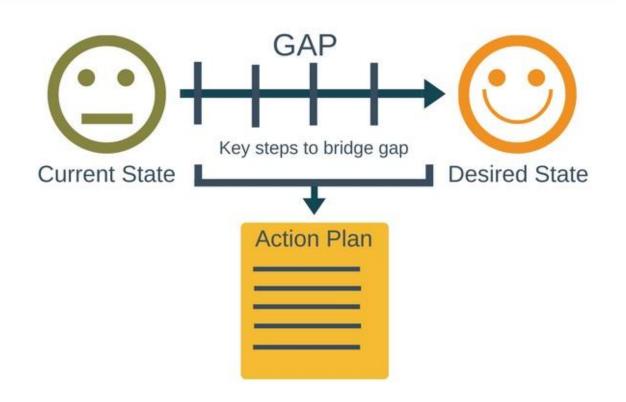
# What are the attributes of these brands?





#### 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;<br>air pollution;<br>lack of parking<br>spaces | Expansion of metro lines; widening roads; construction of forks |