

Geo-marketing Romania

Every business in the market-place today needs to understand, define, analyse and model data in order to analyse and segment their market, to prospect, analyse and target customers, to analyse and define sales territories and or to select a retail site.

If your business does take into account the spatial behaviour of your customers (consumers or businesses) and the different characteristics of areas of interest it means that you would benefit from geo-marketing (also known as Consumer & Spatial Analytics). Here is just a reminder of what Geo Strategies can help you do for your business in Romania.

Understand catchments

Your area of interest is your area of immediate potential, but the same is true for your competition. With the right geo-marketing tools, fully integrated with data you can visualise and understand:

- The attractiveness and potential of your location
- The profile of the consumers in the area
- Yours competitors' locations

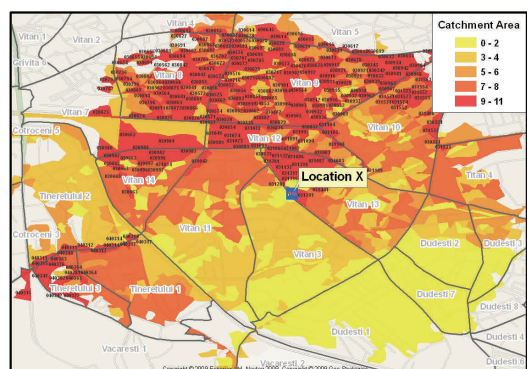
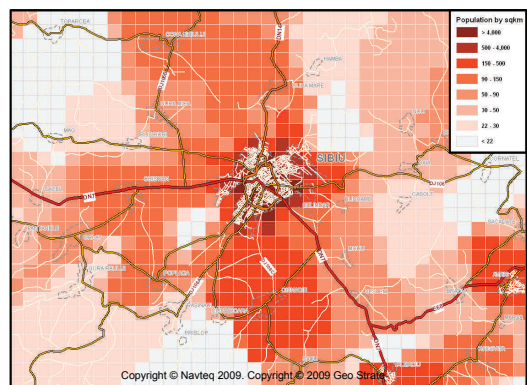
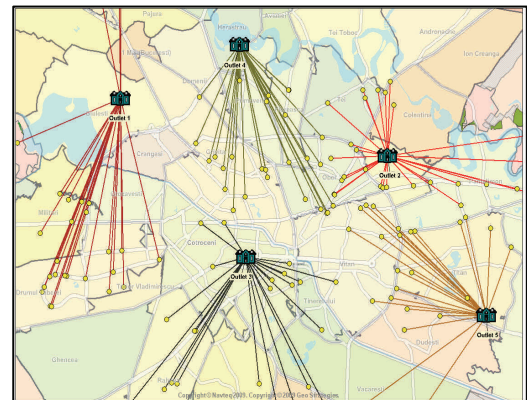
What you really need to know is who has spending power and where they live. Spatial analytics can help you towards this.

Understand your customers

Your customers have more choice than ever before so getting to know them better is a must for informing your marketing strategy. With the right tools and processes we can help you organise, clean and make sense of your existing data. We then assist you enriching it with those additional attributes which are most useful for targeting.

- Where are your consumers?
- Which are the segments of value to your business?
- How far do they travel to buy from you?
- Which segments react to your campaigns?

Customers for plumbing accessories will come from very different localities to those who want to develop their gardens. Using geographic tools we can help you target the right customers with the right products.



Loyalise customers and target

Now that you have a clean and enriched database you can plan your campaigns in an informed way, directing your marketing budget to those areas where your value customers and target prospects live.

- Where do your desired customer segments live?
- How do you communicate with them so that they become loyal to you and not to your competitors?
- Where else can you find the right mix of consumers so that you select your next location?

Your best customers are your existing customers but do you know where there are others like them?

Why should I bother about geomarketing ?

You may be used with answers to questionnaires and colourful slides; well, in addition to this Geo Strategies is giving you location.

Location = Action & Results.

- So that you can measure your efforts and results against potential, while keeping an eye on competition and your key differentiation.
- So that there are no more guesses needed for your planning in Romania; you now have integrated information and tools to increase your ROI.

Geomarketing saves you money as the maintained business data infrastructure available for Romania allows you more time to be creative in order **to capture and maximise the value of your customers, prospects and areas of interest.**

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What are the geomarketing deliverables

You can get studies, map reports, integrated software tools and data for your industry, also customer profiles, area profiles, directories and lists.

Please visit www.mosaic.geo-strategies.com and consult our Data & Services Catalogue for Romania.

