

SUCCESS STORY

▶▶▶ PROVIDING DEMOGRAPHIC MARKETING TOOLS VIA GIS ANALYSIS

PROBLEM

To aide in a marketing campaign, a client contracted Applied Data Consultants, Inc. (ADC) to help map the membership locations for their two health clubs.

SOLUTION

The two clubs had 10,000 members between them. The clubs were 20 minutes apart and the majority of members lived within 10 miles of one of the clubs.

Membership points and club centroids were geocoded and mapped along with zip code polygons. One- to five-mile and 10- to 60-mile buffers from each centroid were created to show the number of members within these boundaries. Zip code polygons were used so that residential data by zip code could be purchased in areas that had low membership penetration.

One wall size map with buffers up to 60 miles and 40 detailed 11x17 PDF maps with buffered areas up to 20 miles were created for each club. In addition to the maps, reports were generated to show the number of members per buffer, number of members per zip code polygon, and a list of members greater than 60 miles from the club.

RESULTS

This data helped the client to spend their marketing dollars by distributing to the zip code areas with low membership. By purchasing address data, they mailed materials only where they were needed, which saved money in the long run.

Further, they used the high density maps to help them determine locations for new clubs.

