

www.clip-project.eu

www.facebook.com/CLIP-Project

CLIP.2016-1-PL01-KA202-026313

The project is co-financed by the European Commission within the program Erasmus +.

The publication reflects only the author's position. The European Commission and National Agency is not responsible for the substantive content or for the use of the content contained in information.



REGIONAL MARKETING OF LOCAL PRODUCTS

In the process of building consumers beliefs about the attractiveness of the offer ,as an important role they play instruments to guarantee the high quality of the product and by showing unique quality markings and a certification systems.



Regional Marketing

Place Marketing – also called territorial marketing- aims to create a positive image of cities, municipalities, provinces and even whole countries. It builds attractiveness in the eyes of investors, raises the satisfaction of residents, and encourages specific groups to rent or buy an apartment in this particular place. Place marketing can be used as an attempt to change the accepted -usually negative - opinions about the city.

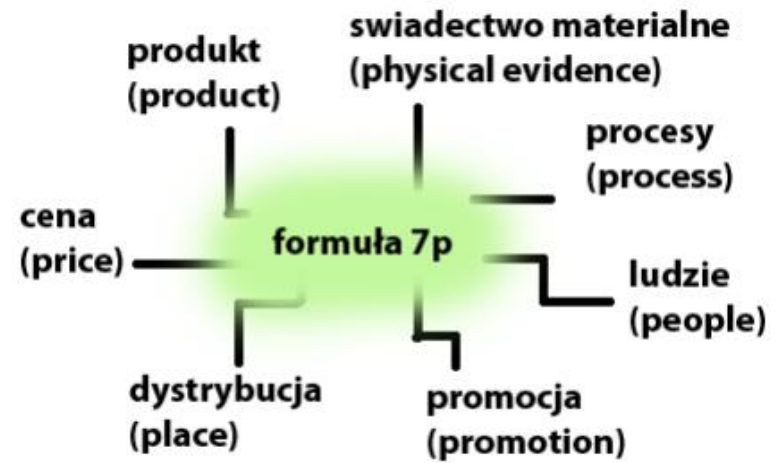
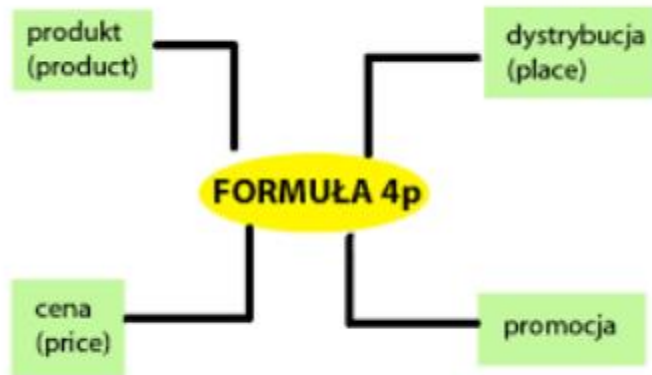


Keep in mind that proper territorial marketing allows not only to create the image of the city. Actions and promotional items are able to change the behavior of residents. Example? Creating a promotional campaign that is friendly and tolerant in nature of the city, it is possible to increase the percentage of people expressing these attitudes. It can bring attention to places previously forgotten, which allows you to change the perception of people by reminding them of the old town, parks, and even the history of the city.



Marketing mix is a
process which can influence
the market





Erasmus+



PRODUCT		PRICE
Assortment		Price list
Quality		Rbate
Pattern		Discounts
Functional features		Payment dates
Brand		Loan terms
Package	MARKETING MIX	
Sizes		
Services		
Guarantees		
Returns		
DISTRIBUTION		PROMOTION
Distribution channels		Promoting sales
Area of distribution		Advertising
Selection of goods		Personal sale
Locations		Public relations
Supplies		Direct marketing
Transport		

PRODUCT — is what is marketed towards the consumers, which is offered for exchange of goods and services., *ventures, projects, and vithin municipalities.*

Products have the abilities to satisfy the consumer needs



PRICE is an important element of a companies competitive edge. Price is determined on the basis for production cost, a percentage of profit and consumer expectations which is based on subjective premises. Price is strictly economic, every enterprise when determining price must take into account it's competitors prices.



Inexpensive or expensive
100 zł – 200 zł – 300 zł



When setting a price, we should stick to the rules:

- When the price is set high the consumer needs to be justified in its value.

The price is what it is and that's it

- Also very low prices should not be justified, because the customer can suspect low quality of goods.
- If the price is a bargain, because a given product is e.g. covered by a promotion - contrary to previous cases - this fact should be emphasized

People like to catch bargains



Place (place, distribution) - channels by which the product or service reaches the customer. Under this concept it is important to have numerous payment methods available may include both the location of stores or service outlets, as well as placing products on shelves. In the case of e-commerce, it is important to available payment methods (the more, the better) and the terms of delivery - time

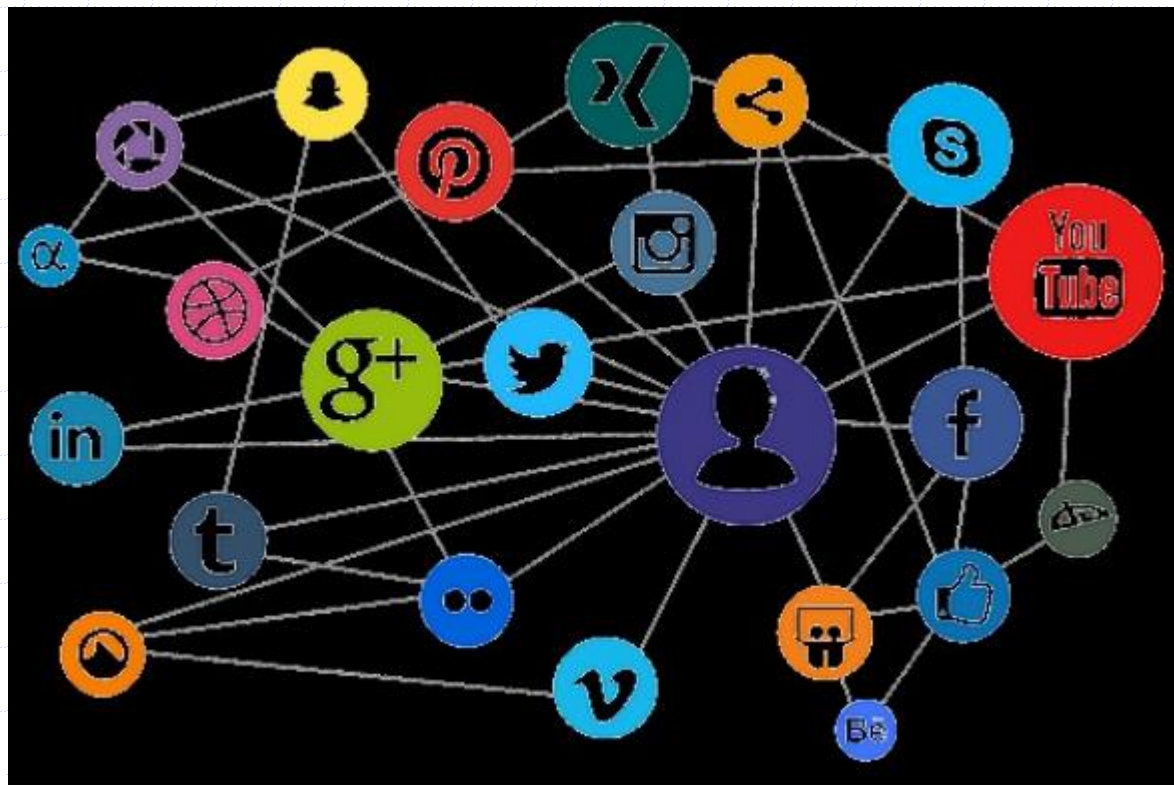


Social Media



Erasmus+





Promotion (promotion) – is an element that many misidentify with marketing. Omitting most elements discussed above. Promotions play along side traditional advertsing, internet advertising, public relations, and direct sales, advertising is an open concept due to numerous techniques used to advertise.



- *festivals*
- *exhibition*
- *fairs*
- **LGD**
- *associations*
- *Producer groups*
- *markets*
- *And others*



People - the human factor in the era of social media, is extremely important, even more so in marketing activities, like a marketing mix. The concept of Consumer Experience Management (management experience, consumer experience, abbreviation: CXM) was developed through modern marketing in which human involvement is important for the quality of services.



Material evidence (physical evidence) -. People we'll have impressions after using a given service - positive, neutral or negative. You can also replace a whole set of graphic characters, colors and slogans that are in mass consciousness is identified with a specific brand. This falls in the catalog, the quality of the product is the most permanent and visible mark



- company building
- stand
- the seller's appearance
- aesthetics
- and other



Erasmus+



Process (process) - processes within the organization. This term applies primarily for services - for how they are implemented. On an example in an elegant restaurant can be a nice welcome by service, taking coverings and then effectively presenting a menu of dishes and drinks. There are companies that limit spending on other marketing tools - such as promotion - all forces directing on the process and, necessarily, on people. With such a strategy there is a popular network of Starbucks coffee shops, for which the most important is the individual experience of the consumer.



