

## **Market Research and target market segmentation in Place Marketing procedure: A structural analysis**

**Theodoros Metaxas**

*Department of Planning and Regional Development,  
University of Thessaly, Volos, 38 334, Greece*

### **Abstract**

*The purpose of the paper is to present a structural analysis of market research and target market segmentation procedures in Place Marketing implementation. The paper focuses on city's internal and external environment in micro-macroeconomical level, trying to set up a wide range of important questions concerning the planning and the successful performance of Place Marketing. The first part of the paper analyses Place Marketing as a strategic procedure. The second and the third parts examine the role of market research and target market segmentation in the Place Marketing process. The fourth part presents a structural analysis, by putting market research and target market segmentation procedures into city's internal and external environment, in a variety of areas of analysis. Furthermore, some very important questions related to each area and environment of analysis are discussed. The article supports that this structure is characterized by flexibility since it can be used in more specialized research fields, such as: tourism, culture, innovation, business activities, leisure and recreation etc.*

**Key words:** *place marketing, market research, target market segmentation, city's internal and external environment*

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## **Table of Contents Marketing Term Paper Examples**

1. Understanding the eBook Marketing Term Paper Examples
  - The Rise of Digital Reading Marketing Term Paper Examples
  - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Term Paper Examples
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Marketing Term Paper Examples
  - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Term Paper Examples
  - Personalized Recommendations
  - Marketing Term Paper Examples User Reviews and Ratings
  - Marketing Term Paper Examples and Bestseller Lists
5. Accessing Marketing Term Paper Examples Free and Paid eBooks
  - Marketing Term Paper Examples Public Domain eBooks
  - Marketing Term Paper Examples eBook Subscription Services
  - Marketing Term Paper Examples Budget-Friendly Options
6. Navigating Marketing Term Paper Examples eBook Formats

- ePub, PDF, MOBI, and More
- Marketing Term Paper Examples Compatibility with Devices
- Marketing Term Paper Examples Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Marketing Term Paper Examples
  - Highlighting and Note-Taking Marketing Term Paper Examples
  - Interactive Elements Marketing Term Paper Examples
- 8. Staying Engaged with Marketing Term Paper Examples
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Marketing Term Paper Examples
- 9. Balancing eBooks and Physical Books Marketing Term Paper Examples
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Marketing Term Paper Examples
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Marketing Term Paper Examples
  - Setting Reading Goals Marketing Term Paper Examples
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Marketing Term Paper Examples
  - Fact-Checking eBook Content of Marketing Term Paper Examples
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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