



# Potential of Geo-Marketing-Tools for the Development of Advanced Online-Marketing Business Models

*Peter Menne*

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Master's Thesis from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Applied Sciences Essen, language: English, abstract: "About 80% of all business-relevant information within a company has a relation to spatial data" (Wagner, 2006). Facing a rapid technological change and embedded in a highly competitive environment, companies are pressured to react quickly and to adopt fast to changing market conditions. Thereby, the capability of the recruitment, retention and recovery of customers more and more plays an important role. Furthermore, knowledge regarding promising customers becomes a factor of success. Hence, methods of data-based customer management are used to handle these challenges. Furthermore, those methods were used accretive in view of online marketing activities. Thus, Online-Marketing increases sustainable its importance for a company as well. But, with regard to the introducing quote, it could be ascertained that today's Online-Marketing has no spatial justification, although about 80% of all business-relevant information is suggested to have a relation to spatial data. Hence, the assignment at hand will explain the reader aspects of customer value in view of the principles of Customer Relationship Management as well as of Online- and Geomarketing. Furthermore, it will merge these ideas for the development of a structured communication and business model at the intersection of Geo- and Online-Marketing. Based on this, an analysis of recent applications will be done as well recent gaps shall be examined. Finally, a recommendation regarding advanced Online-Marketing business models will be done by the development of an exemplary business model. Thus, the reader shall get to know the interrelations as well as some hints for further considerations will be given.

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