

## **Abstract**

Geomarketing involves the use of Geographical Information Systems (GIS) for the realization of strategic objectives of organizations based on the fact that the market differs from one place to the other. Many different kind of geography related variables influence (part of) a marketing strategy. This paper presents an investigation into the definition of geomarketing. The concept of the marketing mix is used as a framework to gain more insight in geomarketing activities.

An extensive case study serves as an example of how location based factors influence the marketing strategy of the Vrije Universiteit Amsterdam (VU). The subject of the case study is the location of the schools that the students originate from and the locations of the schools that are potentially large providers of students. GIS is used as a marketing research tool to develop a marketing strategy for the VU in order to promote the university more efficiently among potential students.

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