



crews

Where you belong

TRAINING

Territorial Marketing

LEARNING OBJECTIVES

- Understand the challenges of marketing applied to territories
- Develop a territorial promotion strategy tailored to target audiences
- Implement communication and promotional actions aligned with the territory's identity
- Measure the impact of actions and adjust the strategy continuously

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Tourism or marketing professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,450 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : contact@crews-education.com

Site Web : www.crews-education.com



DETAILED PROGRAMME

- Fundamentals of territorial marketing
 - Definition and types of territories
 - Concepts of identity, image, reputation and attractiveness
 - Target audiences: residents, visitors, investors, talents
- Developing a territorial strategy
 - Territory diagnosis and competitive intelligence
 - Choosing strategic directions and positioning
 - Co-construction with local stakeholders
- Building the territorial brand
 - Branding process and territorial storytelling
 - Graphic charter, logo, tagline, shared values
 - Mobilising stakeholders and ambassadors
- Deploying the marketing strategy
 - Multichannel communication (print, digital, events)
 - Content creation and community engagement
 - Press relations, partnerships, influencer marketing
- Digital tools and targeted campaigns
 - Use of social media, SEO/SEA, email marketing
 - Content management platforms and territorial CRM
 - Attractiveness campaigns, retargeting, marketing automation
- Evaluation and performance monitoring
 - Indicators of awareness, attendance, perception
 - Measurement methods and dashboards
 - Strategic adjustments and result reporting
- Practical workshop
 - Defining a territorial action plan based on a real or fictional case
 - Selecting targets, strategic directions, tools and indicators
 - Presentation and group discussion

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design and manage a territorial marketing strategy, mobilise stakeholders, and promote their territory to various audiences.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities, RQTH status or special needs: please contact us to arrange an interview and offer a suitable programme: handicap@crews-education.com

Accessibility for international participants: please contact us: international@crews-education.com

CONTACTS

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- By email: contact@crews-education.com

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