



**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](mailto:contact@crews-education.com)

Site Web : [www.crews-education.com](http://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

### Crews Education



## 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: 80%
- Individual progress rate: 100%

## 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](mailto:handicap@crews-education.com)

Accessibility for international participants: please contact us: [international@crews-education.com](mailto:international@crews-education.com)

## CONTACTS

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- By WhatsApp: +33(0)7 56 10 93 20
- By email: [contact@crews-education.com](mailto:contact@crews-education.com)

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