MapPoint 2004 Marketing Script

This demonstration script illustrates key features of MapPoint a market analyst might use. It is easy to translate the skills acquired here, along with the MapPoint feature set, to other scenarios and industries where spatial data and mapping can help improve decision-making.

Before getting started

- Have MapPoint 2004 installed.
- Have some familiarity with MapPoint. If you don't, please read the manual or try the MapPoint tutorials before getting started.
- Have Microsoft Excel installed.
- Have the accompanying file, 'MP_MarketingData.xls' handy.

Introduction

This script centers around an ophthalmology practice in eastern Massachusetts that wants to open a outpatient refractive surgery clinic for performing vision-correcting laser surgery. Their current office location is not suitable due to its size, although they will still use it to see patients.

They have hired you as a marketing consultant to analyze market potential and help select a new site that will attract new patients, be convenient for existing patients and doctors, and minimize competitive threats. Once the site is chosen, the word needs to get out. You turn to MapPoint to solve this marketing challenge.

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Step 1: Analyzing Market Demographics

1. Start MapPoint if it is not running. If it is running, zoom in on the market area of interesting by typing the location of the current ophthalmology practice in the search bar, 'Chelmsford, MA' then clicking Find and Okay. Click the Zoom Out magnifying glass twice to get a broader market view.

2. Choose Data>Data Mapping Wizard. Choose 'Shaded Area' as map type and click Next.

3. Make sure the 'Add demographics to the map' radio button is selected then click Next.

4. In the 'Select data field or column to map' field, scroll down and select 'Adults who wear prescription glasses/contacts' then select 'ZIP Code' in the 'Show data by' field and click Next.

5. MapPoint retrieves the data and calculates ranges. In the 'Legend title' field, shorten the title to 'Wear Prescription Glasses/Contacts' then click Finish.

6. MapPoint updates the map and returns to a default view. On the far left of the menu bar, click the blue back arrow to return to previous map view. From the drop down menu, choose 'Data map' to remove the clutter of roads. The darker green areas show higher concentrations of adults wearing lenses/contacts.

Explanation and Commentary

MapPoint includes an extensive set of demographic and consumer data to analyze market potential for locating new sites and selling products and services.

In this example, you want to map the number of adults who wear prescription glasses/contacts.

The appropriate level of geography to analyze here is ZIP Codes.

Refer to MapPoint documentation for more tips about moving around on the map and zooming in and out.
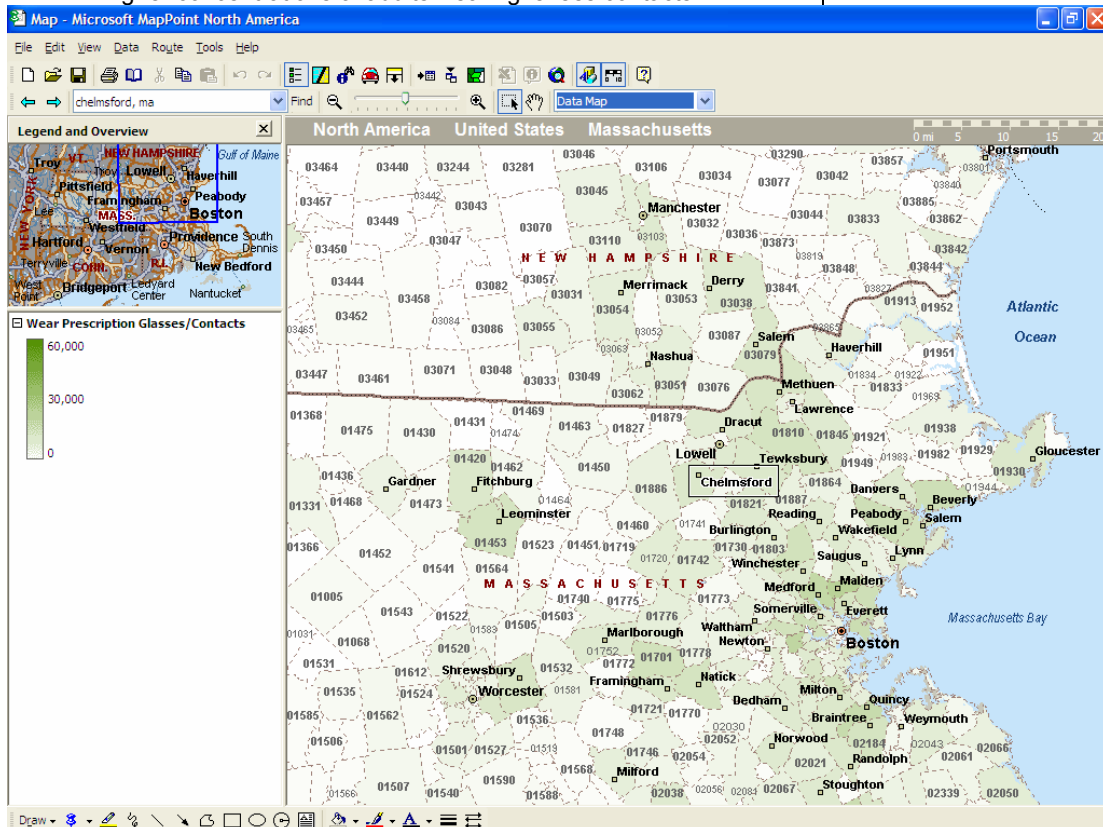
Step 1: Your first task is to show the number of adults wearing prescription glasses/contacts for every ZIP Code in your market area.

Step 2: Adding Additional Demographic Data

1. Now add Average Household Income to the map. Repeat steps 2 -5 from above with these changes:
   a. Map type = shaded circle
   b. Data field to map = Average Household Income (2002)
   c. Legend title = 'Average Household Income'
2. MapPoint updates the map with the new data set. Again, click the blue back arrow to return to a view of the market area. Then click once on the Zoom In magnifying glass for a better view.
3. You can identify several areas where the average household income and the number of people who wear prescription lenses/contacts are high. Select the oval drawing tool to highlight these areas (see map below).
4. After drawing the first area, change the fill to 'no fill', the line color to 'red' and the line thickness to '2'. Then draw the other areas.
5. Click on 'Chelmsford' to highlight the location of the existing ophthalmology office. Now you have a good preliminary marketing analysis map for presentation purposes.

Explanation and Commentary

By looking at the first map you created, you can easily see the darker green areas where there are higher numbers of people who wear prescription lenses/contacts.

However, laser corrective surgery for vision is usually not covered by insurance, and therefore your target market tends to be in higher income brackets. You want to add an additional demographic variable -- average household income -- to your map.
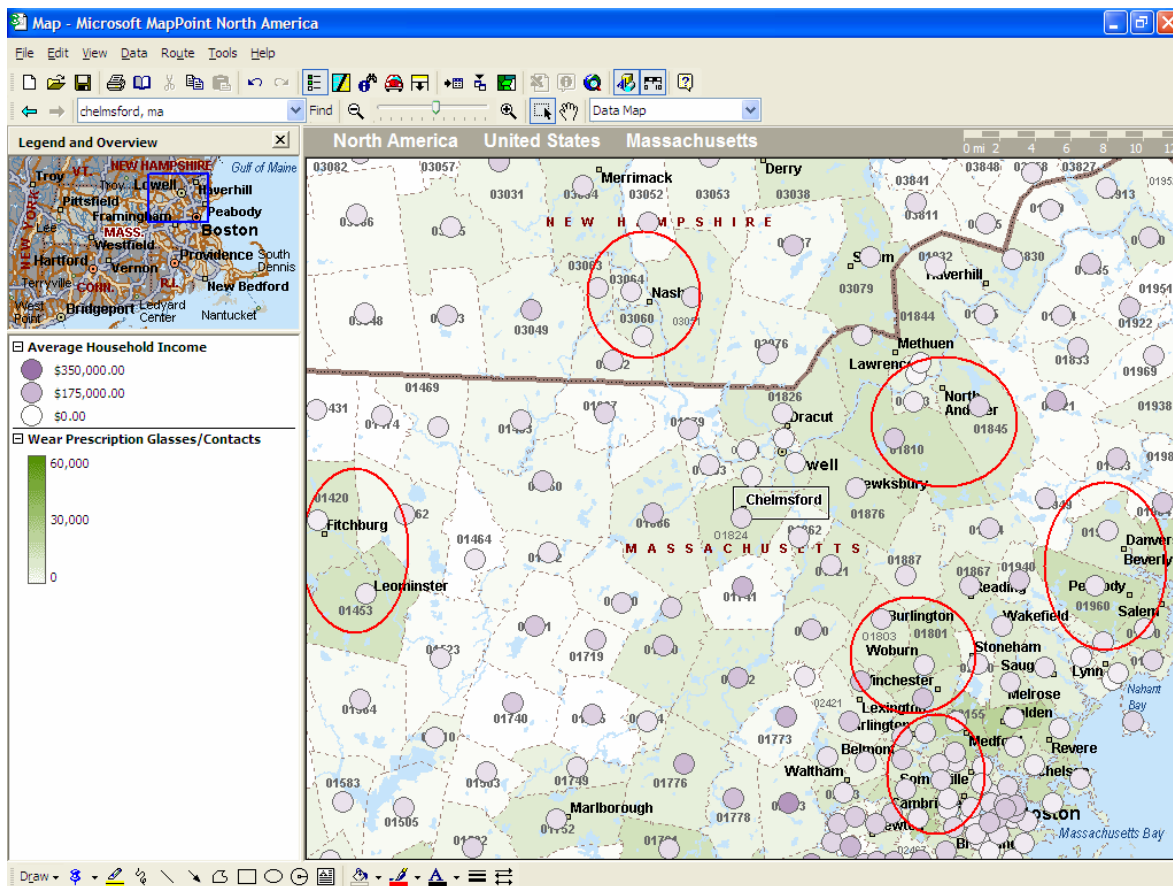
Step 2: You add more demographic data to the map and highlight areas that look like good possibilities for the new site.

Step 3: Creating a Drive Time Zone

1. Make sure the town of Chelmsford is selected to serve as your starting point.
2. Choose Tools>Create Drive Time Zone.
3. Enter '25' for minutes and click Okay.
4. MapPoint calculates the drive time and draws an outline in blue. You can see that three of the potential areas fall completely outside the drive time zone.
5. Click on each of the red ovals outside the drive time zone then choose Edit>Delete from the menu bar (or use your keyboard delete key). Do the same for the top oval, which is out-of-state in New Hampshire.

Explanation and Commentary

A number of areas look like good possibilities for the new site. However, the ophthalmologists want the new site to be a 25 minute drive or less from the current office, since they may be shuttling back and forth between the two sites on any given day.

After you complete a drive time analysis, your original six possible sites are now down to two.
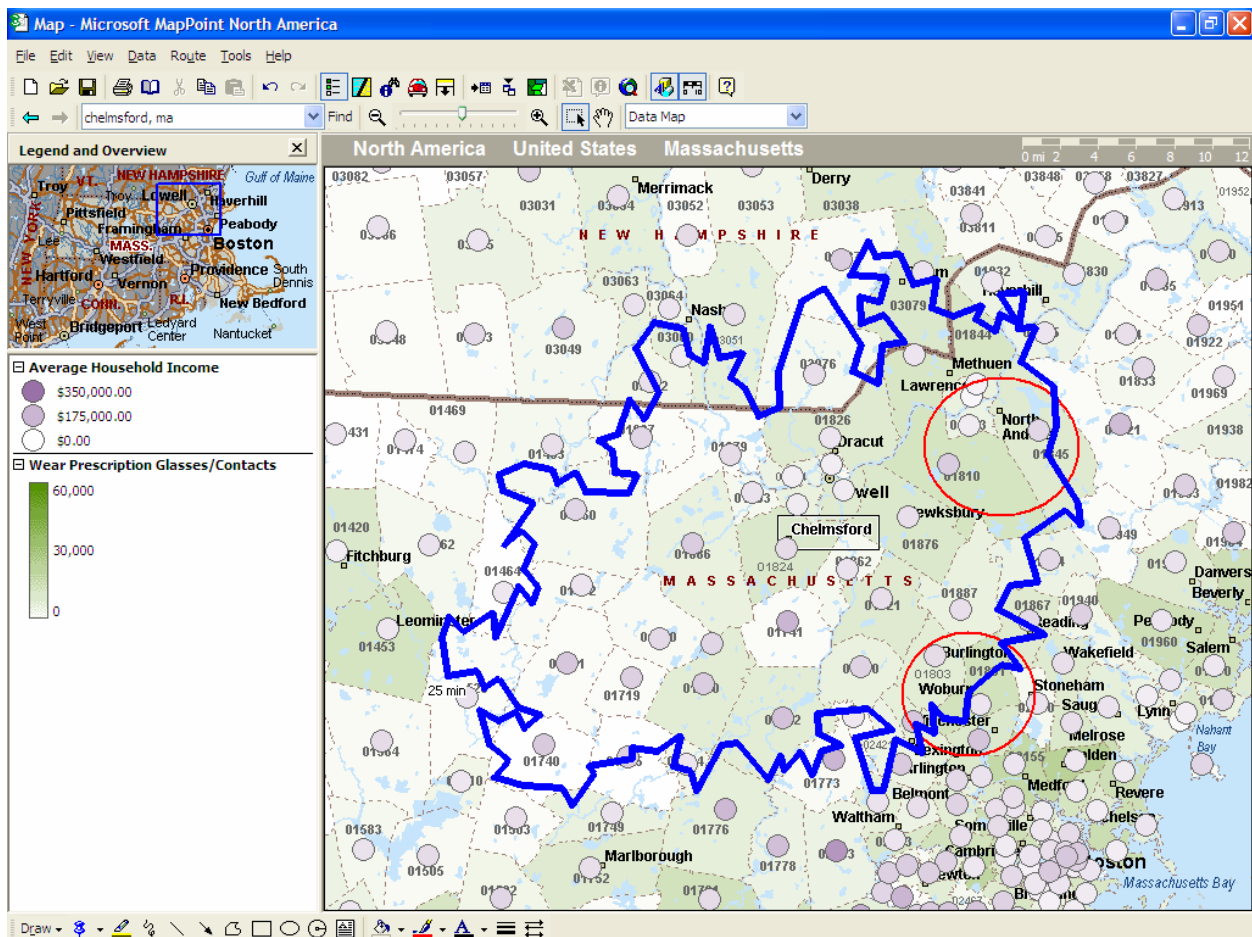
Step 3: Calculating a 25-minute drive time around the existing office enables you to focus on the two best locations for the new site.

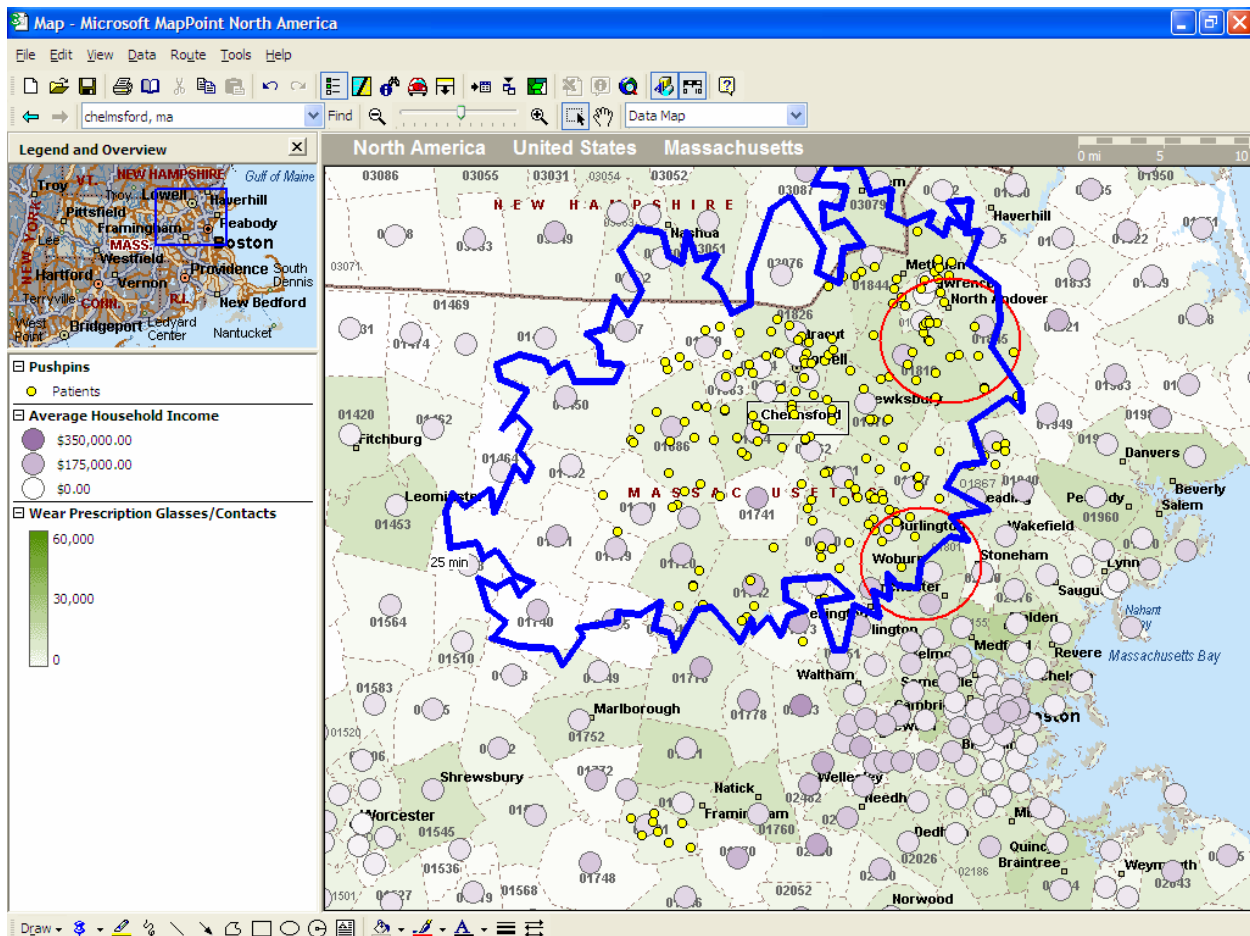## Step 4: Adding Customers to the Map

1. Choose Data>Import Data Wizard and locate the file 'MP_MarketingData.xls'.

2. Where you are asked to 'Choose the sheet or range you want to map', select 'Patients' then click Next and Finish.

3. In the 'Map Type' dialog, choose 'Pushpin' then click Next.

4. In the next dialog box, type in 'Patients' for the name of the pushpin set, and click on the drop down box for 'Set symbol' and choose a small yellow circle. Click Finish.

5. MapPoint adds your patients to the map and zooms out so you can see all of them. Notice there is a cluster of patients in the south well beyond the drive time zone.

Explanation and Commentary

One important consideration in selecting a site for the new outpatient refractive surgery clinic is you want it to be convenient for existing patients in addition to attracting new patients.

In this step, you import a spreadsheet of existing patients who have expressed interest in corrective vision surgery.

In the resulting map, it appears the northern area includes more existing patients while the southern area is closer to a cluster of patients near Natick.

*Step 4: Patients are added as individual points to the map.*

Step 5: Plotting the Location of Competitors

1. To map competitor clinics you take similar steps as you did to map patients. Choose Data>Import Data Wizard and locate where you saved the file 'MP_MarketingData.xls'.

2. Where you are asked to 'Choose the sheet or range you want to map', select 'Competitors' then click Next and Finish.

3. In the 'Map Type' dialog, choose 'Pushpin' then click Next.

4. In the next dialog box, type in 'Competitors' for the name of the pushpin set, and click on the drop down box for 'Set symbol' and choose a large red circle. Click Finish.

5. MapPoint adds competitors to the map.

6. Click and drag with the Hand Tool to adjust the center of the map.

Explanation and Commentary

You have a spreadsheet containing the location of major competitors operating outpatient refractive surgery clinics.

When you map them you see there are already two competitors in the North Andover area. It looks like the Burlington area is a better choice. The closest competitors are in metropolitan Boston and the Burlington location is closer to patients located in the south.
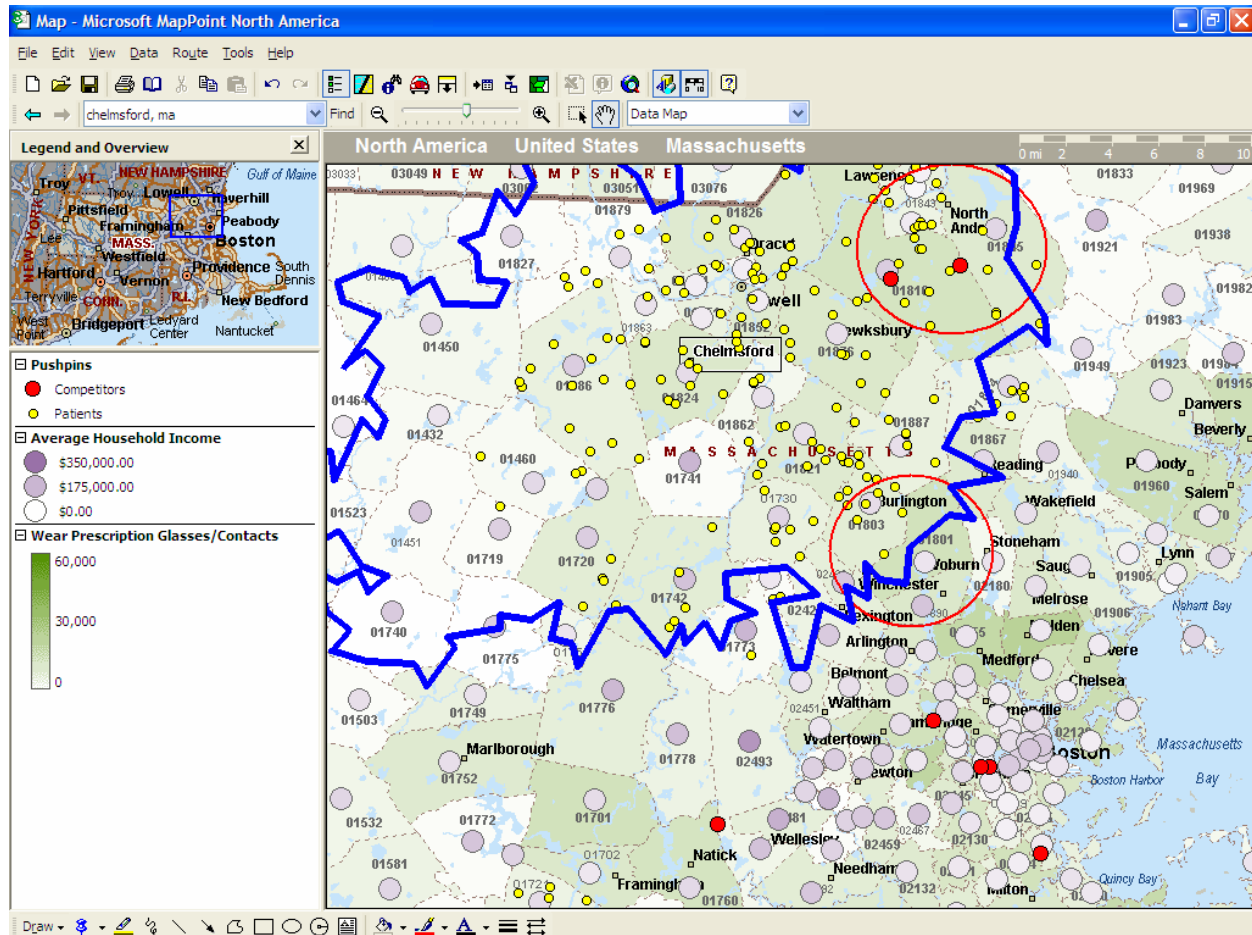
Step 5: The location of competitors are added to the map as red symbols.

## Step 6: Determining Maximum Market Area

1. On the zoom scale bar, move the zoom point one notch to the left to zoom out slightly to see all patients. Use the Hand Tool if necessary to adjust map view.
2. Select the 'Radius' tool from the drawing toolbar. Start your cursor near Burlington and click and drag to draw a radius that includes all existing patients (yellow points), then release the mouse.
3. In a moment, MapPoint will draw a red circle. Click anywhere on the red circle to select it, then right click and choose 'Export to Excel'.
4. Save the spreadsheet.

Explanation and Commentary

Burlington is the site for the new clinic. Now you are going to define the approximate maximum bounds of the market area and create a powerful set of data that includes for every ZIP Code in your market area:

1. Average Household income
2. Number of adults wearing prescription glasses/contacts.

This information can be used to define mailing lists, newspaper advertisements and other media buys to get the word out about the new outpatient refractive surgery clinic.
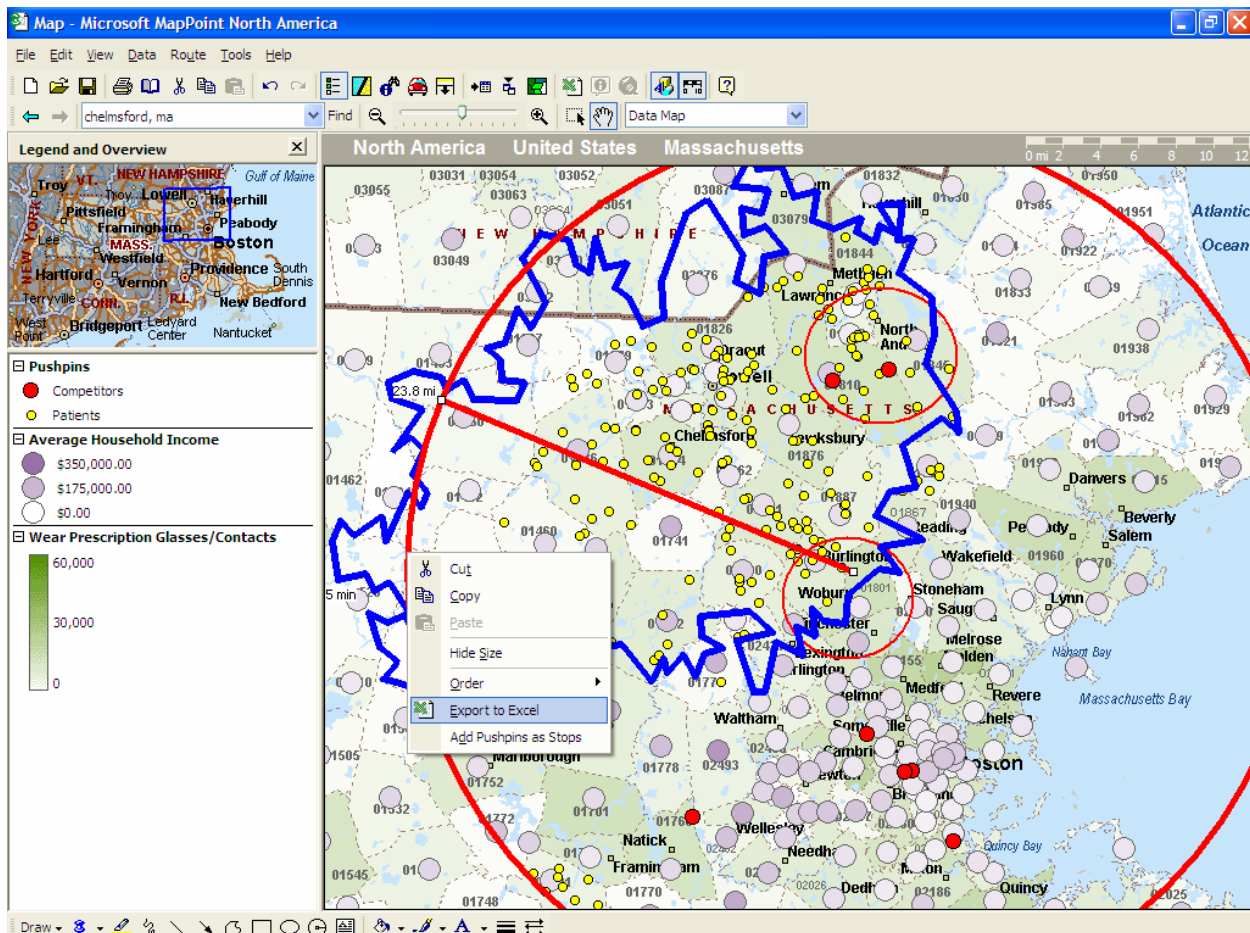

Step 6: You define the market area using the radius tool to include all existing patients. There will be plenty of new patients to find in this market area as well.

Step 7: Creating Map of the Selected Site

1. The current map contains a lot of valuable analysis and information. You should save it for later use.

2. After saving the current map, choose File>New>New North American Map, then click Okay.

3. Type 'Burlington, MA' in the find field on the navigation toolbar, then click Find and Okay when the map appears.

4. You can zoom in closer on the map to see detailed streets. You can also choose View>Show or Hide Places and check which points of interest you would like see nearby.

Explanation and Commentary

You will now have an overview map showing the major roads of the target area for the new outpatient refractive surgery clinic.
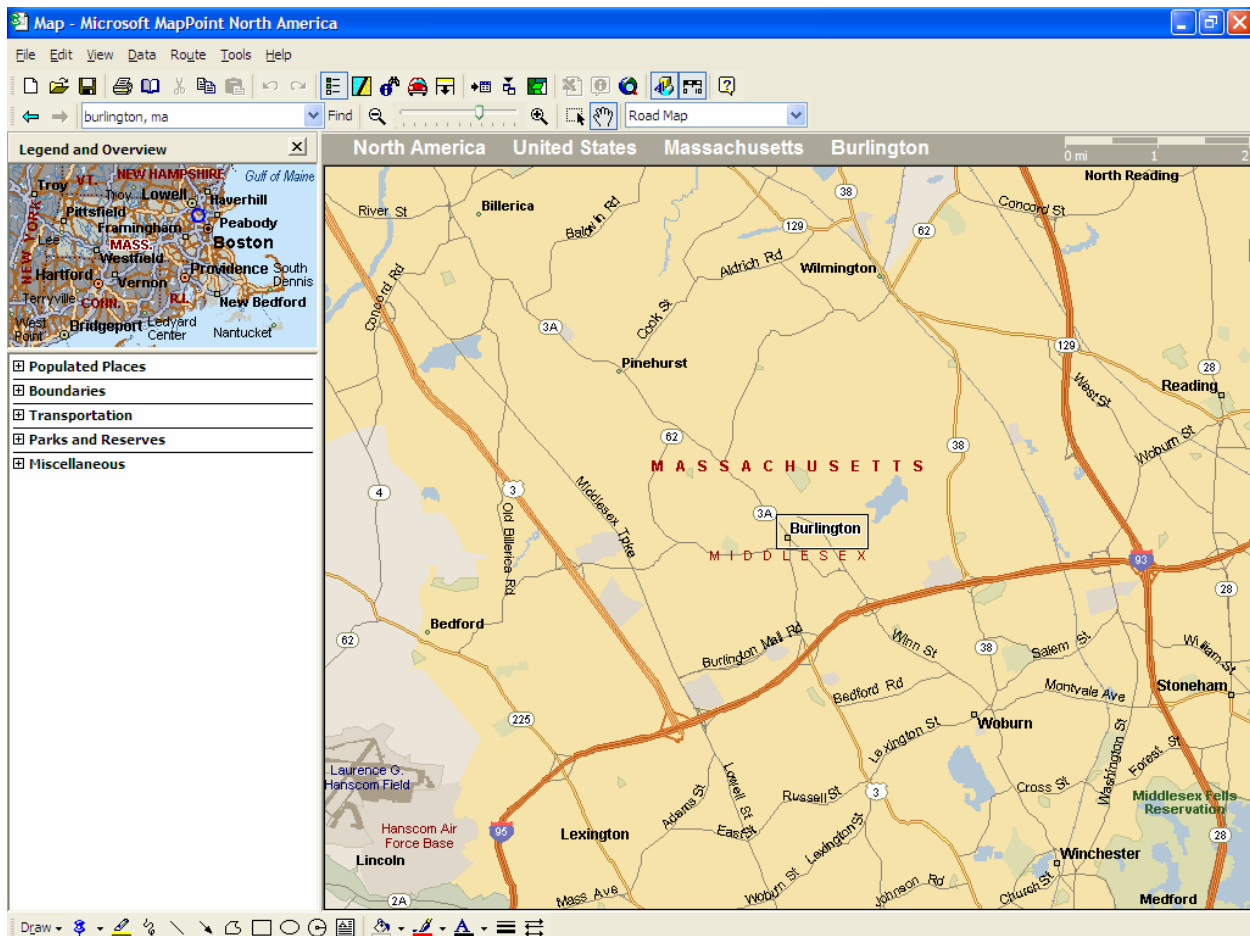
Step7: A final map of the selected area for the new outpatient refractive surgery clinic.

For more tips on using MapPoint, please refer to the online help files.