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Immer mehr Unternehmen erkennen, dass regionales Marketing als Ergänzung zu nationalen Kampagnen unerlässlich ist. Mikromarketing bildet eine solide Grundlage für regionale Marketing-Maßnahmen. Mit dieser Methode lassen sich soziodemographische und räumliche Daten über die Zielgruppen ermitteln. Vor allem Kunden von Konsumgütern des täglichen Bedarfs definieren sich über ihr persönliches lokales Umfeld.

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