

White Paper



March 2017

Meeting Clients' Needs with Geomarketing

Table of Contents

Executive Summary.....	3
Recommendations.....	3
Introduction.....	3
It all starts with an address	4
About the Author	8

List of Figures

Figure 1: Positioning GEOservices.....	4
Figure 2. Maps generated for all types of marketing collateral add new revenue opportunities.	5
Figure 3. LOCALmaps (top left), NAVImaps (top right) or MULTImaps (bottom) are built for you by locr using your data.	6
Figure 4. What it looks like in practice.	6
Figure 5. Use different map styles depending on the recipient.....	7

Executive Summary

Using personalized maps to guide consumers to a product or service increases engagement and creates a closer relationship. It is a value-added service that can both drive revenue and create a tight, emotional relationship that keeps a customer from looking elsewhere for services. But, it is more than personalized maps that will help to build a complete services package. Teaching your clients to rely on you for the latest in GEOservices, using location-based data to create fences around the best prospects, builds a revenue stream with a long tail.

The team at locr has a set of GEOservices offerings that can be customized to meet the need of any Print Service Provider (PSP) or Marketing Service Provider (MSP) in the world. Using the same technology that guides your car to an unfamiliar location, locr maps and GEOservices open the door to adding different types of maps to mailings and mobile apps, as well as offering marketing optimization and mailing optimization services that you can position as cost savers to your clientele.

- locr mapping technology is more versatile and functional than using Google and Apple Maps in printed marketing communication.
- GEOservices that define clear target areas for marketing campaigns optimize marketing spend and create tighter connections between the marketing campaign manager and the service provider.

Recommendations

- Ask for a demonstration of the locr personalized map solutions, even if you are not using a map solution today.
- Consider the locr GEOservices solutions to offer value-added target mapping as a service.

Introduction

Marketers everywhere have been under pressure to deliver faster, more impressive results to justify their marketing spend. For the last decade that trend drove many marketers to adopt more online and mobile solutions in the belief that electronic marketing cost less. As a result, these marketers often reduced spending on print and mail to save money. What these marketers learned was that they often paid for that decision with poorer results.

Today, the evolving best practice for marketers is to return to print, bolstered with data, to launch effective campaigns that drive the fastest and most effective responses. Consider Airbnb who announced their Pineapple content platform with print advertising, or JC Penney who have returned to print catalogs. From Entrepreneur Magazine to CMO.COM you can find articles and statistics to demonstrate the power of print as an onramp that connects products and consumers.

For Print Service Providers (PSP) and Marketing Service Providers (MSP) to serve this changing market requires new tools to serve the marketing community.

According to an Adobe-sponsored study in 2016 53% of their respondents said that

Meeting Clients' Needs with Geomarketing

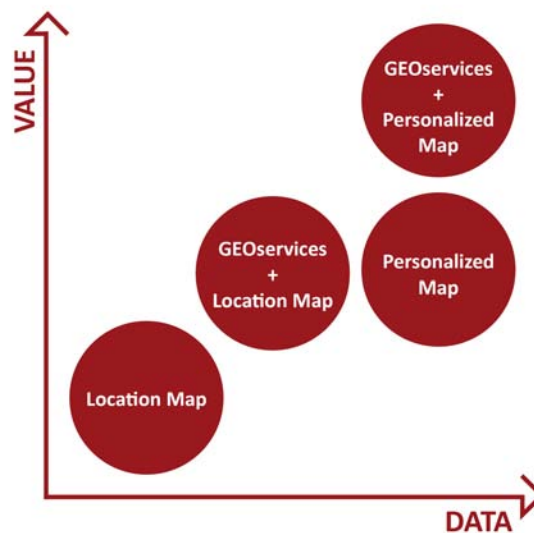
data-driven marketing was a strategic priority in 2016, but when it is time to turn strategy into execution they find it hard to bring data to the table to create an effective campaign. Privacy concerns and internal security bar the way. Many marketers give up because they believe that without access to Big Data (deep profile data that is context sensitive) there is no hope for creating data-driven, personalized campaigns that are cost effective. And that is not true!

PSPs and MSPs now have an array of location-based GEOservices to offer to clients that add value and drive high response rates using two simple pieces of data that they already have or are easily acquired and tools that put the data into a location-based context. Providing mapping technology and using location-based data as a service brings personalized marketing to those who do not have Big Data.

It all starts with an address

When a client approaches with a project, they often have a plan. They have a design, they have a mailing list, and they have a budget. This is where the opportunity begins. As a service provider you have the opportunity to add value to the plan beyond the base cost of your services. The tools in your box include location-based tools that work in the same way as the GPS navigation in your car. The team at locr calls these **GEOservices**, and they provide the first step into adding location context to marketing campaigns both in print and online.

Figure 1: Positioning GEOservices



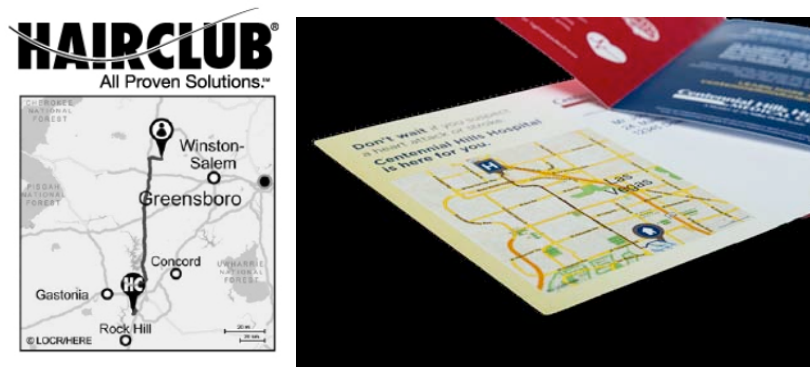
You can add personalized maps that guide the addressee to the product or service, or you can help your client refine their target market using GEOservices to build a fence around the most likely prospects. And, you can offer this set of services without needing access to their corporate data. The mailing list and the product or service locations are all you need to get started.

Meeting Clients' Needs with Geomarketing

The best clients to start with are those that need to link a consumer to a product or service that has a specific engagement location. This idea can appeal to a variety of markets, including Retailers, Healthcare providers, and those who rely on loyalty programs are ideal candidates.

Retail	Healthcare	Loyalty	◆◆◆
Restaurants	Events	Leisure	
Financial Services	Government	Educational	◆◆
Automotive	Real Estate	Telecommunications	
Hotels	Entertainment	Leisure	◆

Figure 2. Maps generated for all types of marketing collateral add new revenue opportunities.

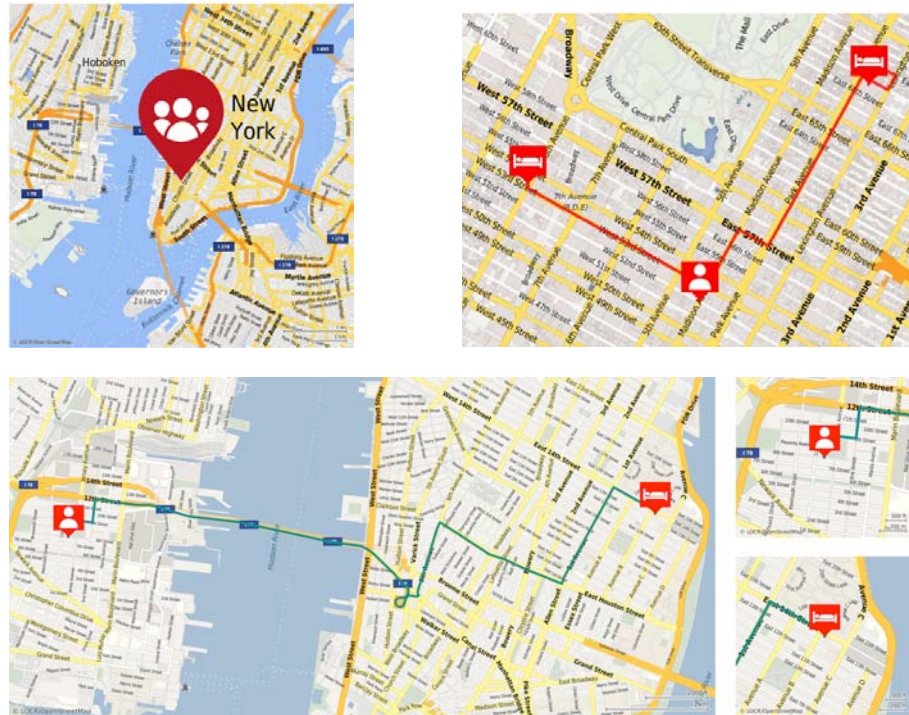


With the address list the customer supplies and a partnership with locr, you provide the location context to their communication. That might mean adding a map from one address to another, or a static map identifying a variety of potential locations. It can also mean helping them to use their mailing budget in a smarter way by weeding out target areas that may not yield the best results. Working with locr opens the door to more than just maps.

Putting an Offer in Context

A map is the perfect tool to link a potential customer to a product, but not just any map does the job. Companies that have tried the do-it-yourself approach using Google Maps, Apple Maps and other free map sources soon discover that they lack options for controlling style, typography, color, and map features. To be truly effective you need more than just a map; you need a map that has the right context for the recipient and the product or service owner.

Figure 3. LOCALmaps (top left), NAVImaps (top right) or MULTImaps (bottom) are built for you by locr using your data.

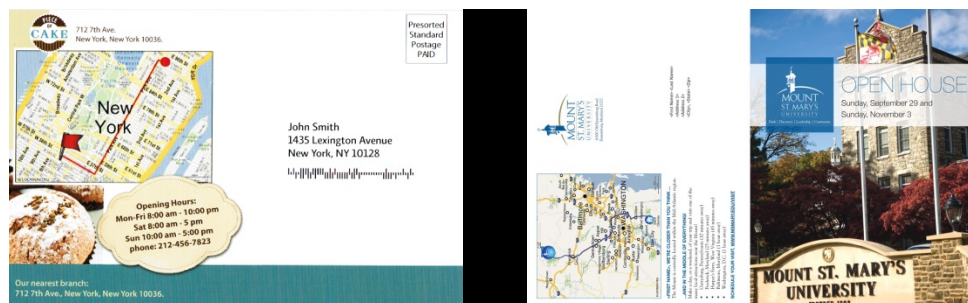


Working with locr, you can offer different types of maps, including video maps for use with mobile and web applications. It's a service that has value to existing customers and can attract new customers.

With locr mapping services, you can offer not only direction and location information; you can add travel time using different options, like walking or driving. Working with locr to add more sophistication you can help your clients identify different messaging strategies for different travel times.

Creating a long-tail revenue stream

Figure 4. What it looks like in practice.



Map solutions from locr are provided as a service, so there are a variety of ways that service providers can add mapping and GEOservices to campaigns as a value added service. For example, XMPie users can use the self-service XMPie Mapping Service. It's as simple as buying credits, uploading data files, selecting map types and

Meeting Clients' Needs with Geomarketing

formatting, and downloading the resulting maps for inclusion in the campaign. Other solutions like GMC Inspire, HP SmartStream Designer, EFI DirectSmile, and Pageflex are as easy to implement. But there are some rules for all of the composition engines.

Figure 5. Use different map styles depending on the recipient.



Service providers will need to do some work to prepare the files, but the requirements are common and shouldn't pose problems. You can specify the resolutions and file formats that you require for your workflow, though most commonly they are 300dpi JPEG RGB files for print or 72dpi JPEG RGB files for use in online or mobile applications. Animated video files come back as MP4 files. For companies that like to build their own workflows, there is a REST API available so that the service team can provide fresh maps every hour of every day.

Partnering with locr for success

The prospect of taking on a new partner can be daunting, but the team at locr brings extensive experience working with brand owners, agencies and service providers. They have provided advice and guidance that has helped companies create closer engagements with their customers and prospects. They can work on a project basis, integrate into the composition workflow, open an API to the services or open access to the Map Creation Tool. Whatever process works best!

About the Author



Pat McGrew

Director, Production Workflow Service

pat.mcgreg@infotrends.com

+ 1 720-220-5097

Pat McGrew, M-EDP is the Director and Evangelist for the Production Workflow Service at InfoTrends. As an analyst and industry educator, Pat works with InfoTrends customers and their clients to promote workflow effectiveness. She also has a background in data-driven customer communication, and production printing with offset, inkjet, and toner.