

White Paper



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Locate Opportunity with Geomarketing

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Executive Summary

The hottest trend in brand communication is GEOservices – using location-based data to efficiently link consumers to products or services. It uses a lot of the same technology that your car navigation system uses to get you to your favorite coffee bar. GEOservices tools help you to guide people to products. The sister technology, GEOanalytics, helps you to build a fence around where to target campaigns optimizing what you spend and getting customers to products faster.

Figure 1: Positioning GEOservices



Getting started with location-based GEOservices takes two pieces of data: a mailing list and a target location or set of locations. A personalized map can be generated for as many people as there are on the list guiding them to where the products and services are available. Adding location-based GEOservices to draw a fence around where you should be pinpointing brand marketing efforts ensures that you deliver the right message to the right doorstep or mobile device, every time. Not only is there engagement, but by eliminating ineffective marketing, there are cost savings.

The leading company in this market is locr, with headquarters in Braunschweig, Germany. They were early to market with technology to create personalized maps that can guide a consumer from their home to a business on paper, in a mobile app or online in static or video formats. They leveraged their mapping experience to create their GEOservices offering that creates target campaign specifications based on the address of the consumer and the location of the products or services.

Recommendations

- Brand owners and agencies who develop print, mobile or online campaigns should be adding location-based context to their campaigns.
- Adding GEOservices to the campaign specification to determine the best candidates for marketing purposes optimizes the use of marketing budgets.
- Taking advantage of GEOanalytics, you can target which consumers are most likely to take advantage of your campaigns based on travel times and other factors.

Introduction

When brand owners and their agency advisors want to speak to the market, they carefully craft campaigns to intrigue, entice and amuse their target audiences. In the current market, there is a plethora of new engagement tools for paper-based, packaging-based, online and mobile interaction, but most miss a key element. They fail to link the location of the consumer to the location of the product or service. And that can cost sales!

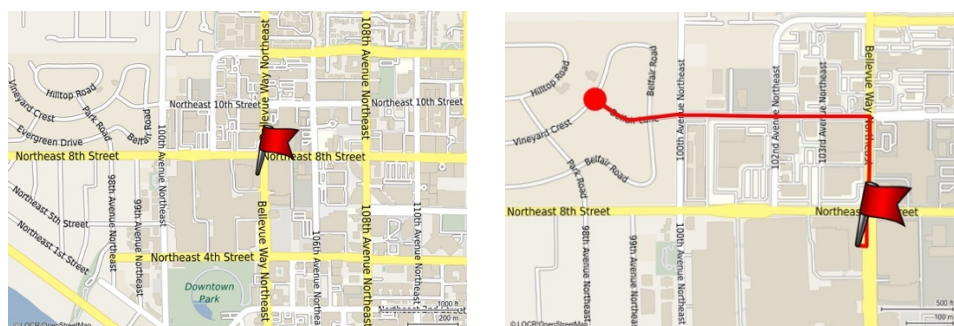
There seems to be an assumption that a consumer will be so interested in a product that they will find their way to where they can interact with it. While some consumers will work hard to find their way to a product, most will take the path of least resistance. They will take the easy route to the nearest store that might have what they want. They will sign up for loyalty programs, and then engage only if it is easy. They will look at healthcare providers that seem most convenient.

Often, they are opting for what seems like the easy place to buy a product or use a service because no one has turned on a beacon to light the way to better choices. The word “seems” is an important part of the equation. The team at locr knows that when put to the test, data-driven GEOservices added to communication changes the way consumers make decisions about where they shop, where to access healthcare and where to be part of loyalty programs and events. Most importantly, GEOservices delivers the actual time/distance a consumer would experience, not the highly inaccurate radius used by list companies.

Knowing ‘Where’ Grows Customer Confidence

GEOservices provide the context to the target of your message. It covers the marketing practices that take advantage of the same data about location used by cartographers and GPS systems to identify specific points on the ground. Those points include locations on both sides of the buyer/seller equation, and they can be used in many ways to add depth to the conversation.

Figure 2: Personalized Maps with static location (left) and navigation map (right)



Campaigns that use maps to guide consumers to retail outlets and other services are not new, but the ability to select from different types of maps and to control the formatting and colors is new. Helping a consumer find their way to a product on the most efficient path saves time and creates a higher level of engagement. There are

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some examples later in this whitepaper. But, mapping isn't the only way to use GEOservices. By leveraging the full power of knowing where consumers are and where they can engage with your product or service, you can make strategic decisions about how to link your story to where the consumer is. You can also make smarter decisions about where to engage and where not to engage.

Putting an Offer in Context

Budgets for all of the elements of marketing are under pressure to deliver results. It makes everyone in the process skeptical when the promise of better results is placed on the table with a big spotlight on it. But data is what drives this conversation, and data provides the proof points.

Bringing GEOservices to the table works. Take the case of The McNellie's Group, a small Oklahoma-based restaurant chain. Their expansion plans for the flagship McNellie's called for an additional location to be opened in South Tulsa. Using the usual method of taking out advertising to promote locations was not working as hoped. The goal was to have a uniquely local feel in the south Tulsa location, so the marketing plan needed an update. McNellie's engages TPSi, a local marketing services agency, to develop a plan that focused on South Tulsa.



A key element of the new direct mail campaign came from personalized maps from locr to show South Tulsa residents that they had their own McNellie's right in the neighborhood. It showed how to get to McNellie's and included a \$10 food voucher to be redeemed within two months. The 24% response rate was directly attributed to

the power of the personalized maps. McNellie's has four locations in Oklahoma and another eight restaurants using different branding.

Personalized maps that give personal context to an offer is only one way to use GEOservices. When the data is used to carve out a target population to hear a specific message, especially when paired with maps, the results are even more startling.

Consider the University of Chicago Medicine Orthopaedics Center and their new site in Matteson, Illinois. Their goal was to alert existing clients and other residents close to the new clinic that they didn't need to travel into the city of Chicago for treatment. They predetermined that in addition to the location target, they also wanted to focus on specific financial and lifestyle demographic information paired with the location.

By using GEOanalytics to locate the right targets, they saved money by mailing only to the most likely candidates for their services. The campaign used a personalized map and targeted headline resulting in a 43% increase in new patient visits to the Matteson clinic. They also saw more web engagement and experienced more call activity. They call the campaign a success.

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Want to get more creative? A deeper dive into GEOservices can take you where the team at a National Non-profit has gone to help their members save money. They offer a Smart Driving Course, which allows those who complete it to pay less for their automobile insurance. Using GEOservices, they send an offer only to people who are within the state and close enough to the driving school locations for the offer to be valuable.

Figure 3. Show the way to the nearest location



Using GEOservices to carve out the locations they created an offer that included a map of the location and reminded each recipient of the amount of their potential insurance savings if they took the course. By disqualifying 35,000 potential recipients based on the location data they saved \$17,500 in mailing costs.

Making GEOservices Easy

For every innovation in brand communication, there are stories of how hard the path to success can be. The specter of data looms over projects like a shadow, making the status quo seem warmer and more comfortable. In fact, working with GEOservices can be a warm and comfortable experience. It takes just a few steps to get started.

Start with a fresh look at your customers. Where are they? How do they buy from you? How many new customers are you gaining against the number of customers who fade into the past? How are you talking to them today?

Many brand managers who do this simple self-audit learn that there is room for improvement. Even the flashiest, well-designed campaigns that are missing that location context could produce better results.

Start by selecting a campaign that is already in your plan. Look it over carefully. If you are already planning A/B tests, here is your chance to see the real power of GEOservices by adding a context test to your plan. What happens if you add a personalized map to your marketing mail, your packaging, or even mobile communication?

For example, consider all of the packages in envelope and box form that travel to doorsteps each day carrying goods purchased online. A map to a local brick-and-mortar location could increase in-store sales, especially if paired with a personalized

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coupon. Many of the Big Box stores are offering delivery, but a map to the local store could increase in-store sales for them, as well. If an email is sent to confirm an order or a delivery time, you could include a live map so that they could track the progress of their package.

You should find that you see an increase in responses and that those responses are more engaged. With a success under your belt, you should begin to look at the use of GEOservices data to segment your audience. Neighborhoods are a great way to segment with GEOservices data! If your data shows you that you are dealing with older, established neighborhoods full of single family houses or with high-rise apartments and condominiums. Pair GEOservices data with your business data to see where sales originate and where the highest order values are.

Now you are ready to launch a project that uses GEOservices data to add context to your product and service offerings. Promoting beverages? Which beverages sell in which neighborhoods? Use GEOservices data to create short run targeted campaigns to increase sales in underperforming neighborhoods. Opening up a new brand outpost? Use GEOservices to pinpoint where to place it, and how and where you market.

Partnering with locr for success

The prospect of taking on a new partner can be daunting, but the team at locr has worked with some of the largest brands in the world to create successful programs that increase revenue, save execution costs, and create contextual engagement with consumers in North America and Europe. Campaigns that use GEOservices require a partner who is not only expert in creating personalized maps for marketing, but a partner that understands the technology behind the maps.

You cannot get the same solutions from list providers and segmenting services. They do postal sorts, but they cannot see into the data behind the ZIP codes. They may segment the data, but they cannot add the value brought by maps that provide context and time/distance guidance. The services from locr provide more than just maps. They provide the context a consumer needs to make engagement decisions.

With locr, you get a partner that understands the type of complex programming that meshes GEOservices with business data to enhance brand perception. They are the rare combination of programming experts who understand GEOservices and marketing experts who can guide you through the process of opening location context for your brand.

Many locr customers began their journey into GEOservices by linking to Google Maps or Apple Maps; today most of them agree that they would never go back. With locr they get the experts who can not only provide maps for print, the web, and mobile applications, they also get a team who can guide them through the best practices in using GEOservices to build the brand.

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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.