

WHY LOCATION BASED MARKETING WORKS

AND HOW IT ACHIEVES RESULTS

In this e-book we will go right into the heart of personalization—what personalization in marketing is and what the aspects of personalization are that make it successful. It's much more than addressing someone with their name.

It's all about reaching the right customer with the right message that's relevant for them and engages them to respond to your offer.

To make an impact, your direct mail campaign needs to grab attention and move your audience to take action.

It's the classic marketing model known as AIDA—Attention, Interest, Desire, Action. So to meet the first of these requirements, your direct mail piece needs an interesting design. Let's look at some examples.

WHY LOCATION BASED MARKETING WORKS



This campaign is for a car sharing company. One of the company's biggest value propositions is the number of pick-up and drop-off sites near where a prospect lives. This direct mail effectively promotes that value in a fun, engaging campaign.



In another campaign, an optical store wants to show their prospects how to get to the locations of their offices. The campaign combines a personalized map with an image of new glasses to help them clearly "see" their way.



A tourism company wants to show travellers that their tour includes stops at many interesting sites. To communicate that message, and highlight the location of these sites, the company combined a personalized checklist of locations with a map.



WHAT MAKES DIRECT MAIL ENGAGING TO THE CUSTOMER?

If you are sending out a non-personalized mass mailing, you have almost no chance of being recognized by your target group. So creating an emotional connection is an important tool in communication – but requirements are rising. To be successful in the future, you need to both create a connection and also provide a relevant benefit to the recipient.



WHAT MAKES DIRECT MAIL ENGAGING TO THE CUSTOMER?

EMOTION

Positive emotions help us to simplify complex buying decisions by activating our brain's reward center and block the center that's responsible for anxiety. Between 80% and 95% of our buying decisions are made spontaneously – in less than three seconds. Whether and what we buy is determined by our emotions.

For marketers that want to address customers on an emotional basis – there's no better marketing tool than the power of images. Images can be used to emphasize a story, express emotions and to leverage engagement.



Companies increasingly use visual content to share brand messages and offers with customers. More and more companies use the opportunity to share emotive images on platforms like Instagram to create engagement and leverage their media presence.

A company's visual presence is important for its marketing efforts – since the eye absorbs the most stimuli and our brain absorbs visual stimuli, making it stay on our minds for a longer period of time.

WHAT MAKES DIRECT MAIL ENGAGING TO THE CUSTOMER?

RELEVANCY

It has long been proven that recipients engage longer and more intensely if the mailing piece is relevant to them. So if we can make a physical connection between the recipient and the location where action must be taken, the marketing piece will increase the response rate.



59%

59% of customers say that personalization influences their shopping decision¹.



88%

88% of U.S. marketers reported seeing measurable improvements due to personalization – with more than half reporting a lift greater than 10%¹.



65%

When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later².

1) <http://www.evergage.com/blog/consumers-want-personalization-stats-roundup/>
2) <https://blog.hubspot.com/marketing/visual-content-marketing-strategy>

WHAT MAKES DIRECT MAIL ENGAGING TO THE CUSTOMER?

DESIGN

It's the first impression that decides whether the direct mail piece gets read or goes to the trash bin directly. Research found that 85%¹ of consumers will open a piece of mail if it looks interesting and 55%² are more likely to pick up a piece of mail if it's full-color. An even greater return on marketing investment over other media occurs if it comes in an oversized envelope.

These findings leave us with three key pillars of a successful piece of customer communication—an emotional connection and relevant information combined in a compelling design.



1) https://www.canadapost.ca/web/en/blogs/business/details.page?article=2017/03/07/a_simple_guide_to_ef&cattype=business&cat=directmail

2) <http://www.office.xerox.com/latest/COLF5-02UA.PDF>

HOW CAN MARKETERS USE THIS KNOWLEDGE?

HOW CAN MARKETERS USE THIS KNOWLEDGE TO CREATE COMPELLING CUSTOMER COMMUNICATION?



In our lengthy experience working with marketing and print service providers we listened to a lot of business stories. Together with our partners we solved both location challenges and managed to overcome the barrier of customer communication.

We found that **the location factor** is a strong aspect in communicating with prospects—serving all three of our key success pillars.

The advantage of location-based marketing is that it covers both an emotional appeal and relevant information. And by using personalized maps it gives your design that illusive touch it needs to catch the reader's eye.

One of the most common reasons consumers cite for using a specific business location is its proximity to their home. So why not show them in a compelling image how easy it really is to do business with you?

HOW CAN MARKETERS USE THIS KNOWLEDGE?

GEODATA CAN IMPROVE YOUR DIRECT MAIL CAMPAIGN – BEFORE YOU EVEN MAIL IT

Creating customer-centered communication means reaching the right customer with the right message. Customers want to read information that is relevant just to them and not to everyone else.

When location matters to your marketing objective, then reaching the right target group that would be interested in your offer can be a big obstacle that marketers have to face.

Location-based data can be used to overcome this barrier.



Based on distances and travel times marketers are able to draw circles around their most likely customers and provide them with location information relevant to them. This is where the actual location-data or geodata comes into play. This allows you to target the most likely customers, and also to eliminate customers that are more likely not to be interested in your offer.

All of this can be done by using what you already have in your customer database—**addresses**.

“You’re only 22 minutes away from great savings!”

CREATING LOCATION MOMENTUM

+323%

People following directions with text and illustrations do 323% better than people following directions without illustrations¹.

By using personalized maps in your marketing efforts you're taking advantage of the power of location and personalization as well as the power of visual communication. Show your customers how near they are to your business or lead them directly to your location. This creates a sense of connection. The reader engages with the location shown on the map in relation to their own position. Personalized maps offer an ideal way to boost the connection to your customers with the help of emotions and relevant information.



1) <https://neomam.com/interactive/13reasons/>