



# THE WAY FORWARD FOR PERSONALIZATION

As marketing services providers, direct mail shops, creative and advertising agencies we all have a common goal – to create and execute effective marketing campaigns that delight our clients and achieve great results. But it is not easy. There are many challenges to overcome. Sometimes it is a lack of the right tools, sometimes poor customer

data, and sometimes just the lack of time or budget available to do the best job. We always have to work within constraints, but also try to take maximum advantage of the resources and opportunities that are available.

One of the techniques that can help you meet your clients' needs is geo-marketing.

This e-book will give you a brief introduction to geomarketing. We will explain how the hidden geodata which underpins geomarketing is actually widely available and easy to use. And you will discover how it can help you realize the full potential for personalized marketing.

## THE POTENTIAL AND PITFALLS OF PERSONALIZATION

It is now well understood that one of the major factors in effective marketing is personalization. Selecting the target audience and crafting messages using any relevant personal data that is available to the marketer is a completely normal approach to designing and executing marketing programs. It applies across the entire spectrum of marketing channels from online, purely digital e-commerce, social media and email to traditional offline media like direct mail and telesales.



And we have known for a long time that it works. For example, PODi, a global organization that promotes digital print, conducted extensive research with the DMA in the USA which showed that personalized direct mail achieved response rates between 3 and 6 times higher than unpersonalized communications<sup>1</sup>.

Personalized marketing is data-driven and the personal data that it depends on requires the individual's consent for marketers to use it. The kind of personal data available varies widely. It could be based on past buying behaviour, online interactions, surveys, attendance at events and subscriptions to publications or e-newsletters. It is often enriched with additional geo-demographic attributes derived from market research, census data and other public domain information.

<sup>1</sup>)"1-to-1 Response Rate Report", Caslon, 2012



## THE POTENTIAL AND PITFALLS OF PERSONALIZATION

### PERSONALIZATION HAS ITS CHALLENGES

But even though the amount of potentially available data for marketers to use in today's world of "Big Data" is immense, it presents new challenges. Personalization on its own is not enough. It only works when the personalized content of a marketing communication is relevant to the individual person it is directed at. It is the old adage of getting the right message to the right person, in the right place at the right time.



## THE POTENTIAL AND PITFALLS OF PERSONALIZATION

Marketers know that there are major benefits to using data-driven personalized content to gain higher response and engagement rates, but as recently as 2016 research shows that there are still significant barriers to overcome. In a survey conducted by Demand Metric<sup>1</sup>, the top reasons for not personalizing content were:

**59% DON'T HAVE THE TECHNOLOGY**

**59% DON'T HAVE BANDWIDTH/RESOURCES**

**53% DON'T HAVE THE NEEDED DATA**

Successfully taking advantage of the opportunity for relevant, personalized marketing content can be difficult and complex. Lack of suitable technology, skills, time and usable data all seem conspire to hold back progress. Marketers need help, and with geo-marketing you can offer real, practical help.

1) Content Personalization Report, Demand Metric, 2016



## THE WAY FORWARD WITH GEOMARKETING

### PERSONALIZE IT WITH GEOMARKETING

The Demand Metric report concluded with two action points:

- For those not yet using personalization, simply start personalizing content.
- For those already personalizing content, evolve to more granular, specific types of personalization.

For customers who have not tried personalization before it is simple to create relevant, personalized content from geodata. For marketers already using personalization in specific vertical markets, such as retail, healthcare and leisure, geomarketing can provide extremely precise, targeted, timely and relevant content for individual customers and prospects.

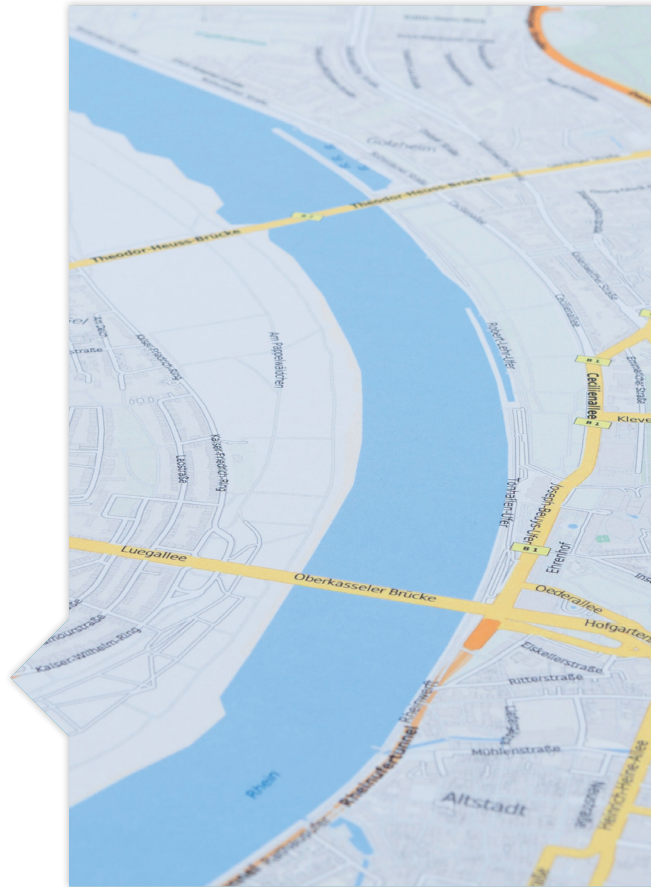


# THE WAY FORWARD WITH GEOMARKETING

## THE HIDDEN POWER OF GEODATA

Any location can be precisely defined by geodata. A house, a shop, a road, a bus-stop, a person walking in the street. It is accurate, easily available and simple to make use of across a range of marketing channels.

In direct mail, it's very simple, because all postal addresses can be geocoded. This enables any address list to be precisely segmented by geographical characteristics as well as just by ZIP codes. It also becomes possible to calculate actual distances and times to travel from addresses to brand locations and identify relevant locations within a geographical boundary of a direct mail recipient's address.



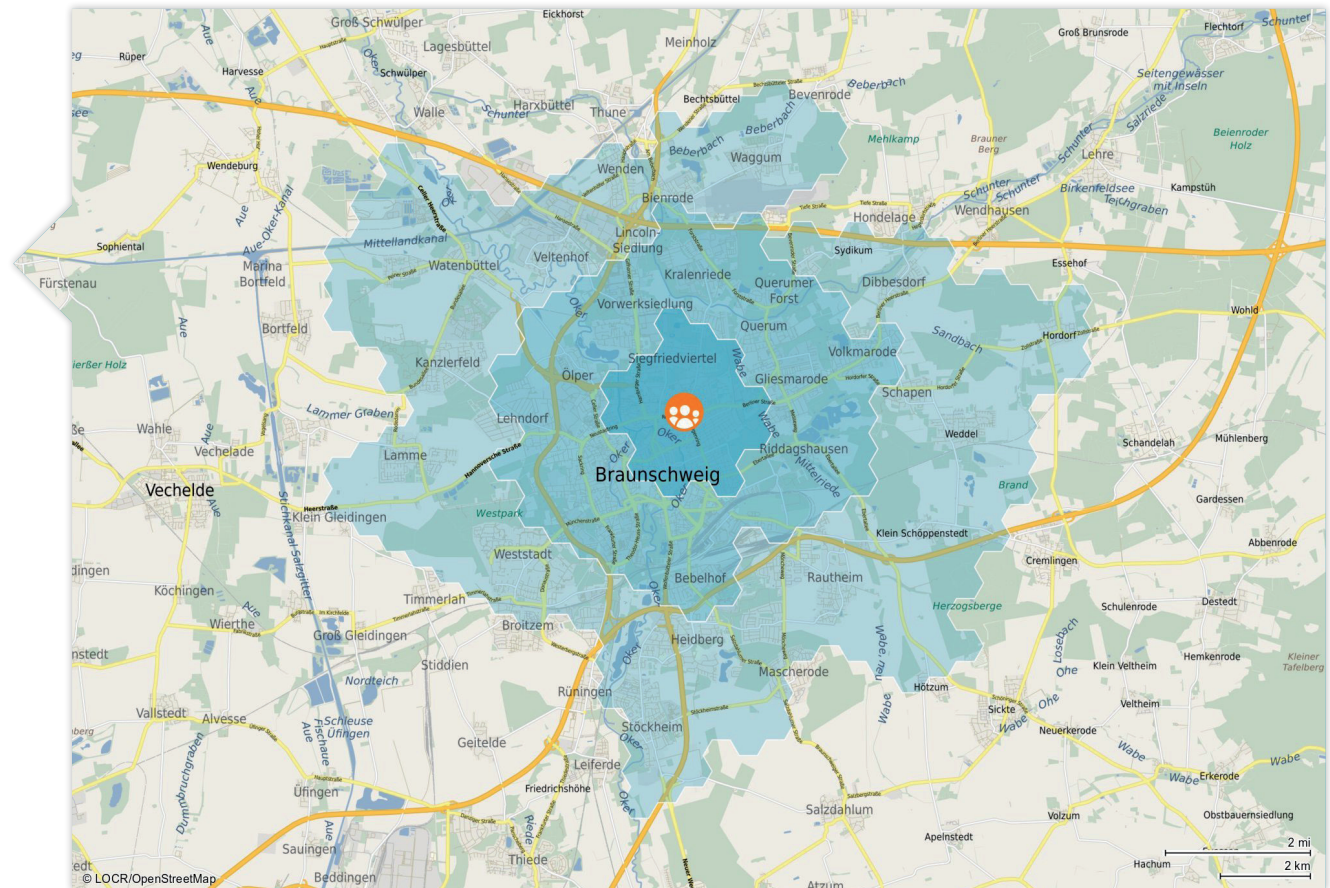
In mobile marketing, because smartphones have the ability to use GPS to know their position and to transmit that using location services, users can receive relevant and timely information about their favourite brand locations in their immediate vicinity. This is known as location-based advertising or proximity marketing.



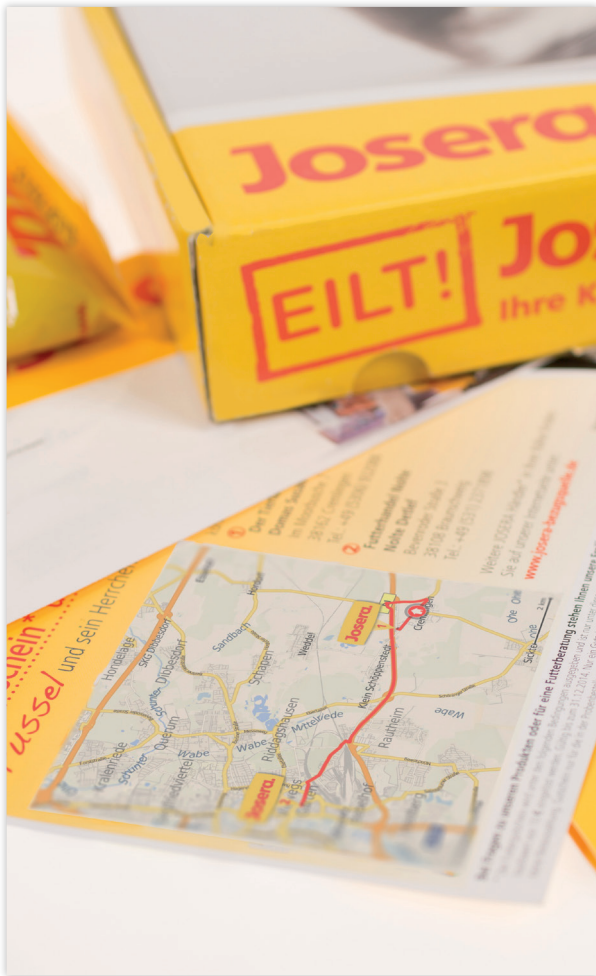
# THE WAY FORWARD WITH GEOMARKETING

## THE VISUAL IMPACT OF MAPS

Once the geographical location of a mobile user or postal address is known, it then becomes possible to dynamically generate maps which are unique and specific to an individual's geo-spatial relationship to a brand location. The use of maps in personalized geomarketing enables visual content in campaign communications to be uniquely personalized together with textual information.



## THE WAY FORWARD WITH GEOMARKETING



Why does Geomarketing work? Because, everybody is always somewhere. And where we are, what we are doing, and where we are going are all part of what make us the unique individuals we each are. From a marketer's perspective, the beauty of this lies in the power and precision with which we can now use rich, informative and accurate geographical data to connect individual consumers to brands.

For consumers, the marketing messages they receive can be more relevant when location is taken into account. And providing graphical support with personalized maps helps to gain recognition, stimulate curiosity and has a direct practical use for the interested consumer.





## EXPLORE GEOMARKETING FURTHER WITH LOCR

This e-book is the second in our new series exploring how geomarketing can help you to create better marketing campaigns, delight your clients and grow your business. Watch out for more e-books, infographics and webinars about geomarketing from locr. We will also include some in-depth case studies, valuable market insights and sales tips to help you get to know the whole field of geomarketing.

By the end of this short journey you will have a comprehensive guide to geomarketing and will have gained the expertise to incorporate its strategies and techniques in your marketing services.



## GLOSSARY OF GEOMARKETING LINGO

In the meantime, here is a handy reference tool for some of the words and phrases you may come across when learning about geomarketing. Even at locr, we do not offer all of these as services, but we certainly like to know everything that's possible with geomarketing. Enjoy!

**Geomarketing**

Pronunciation /jjo-márkætɪŋ/  
Marketing that uses location data to make communications more relevant and more effective.

**Geo-targeting**

Pronunciation /jjo-tárgætɪŋ/  
Delivering relevant marketing communications to people based upon where they are, where they have been or where they live.

**Geo-coding**

Pronunciation /jjo-kódtɪŋ/  
Converting postal and IP addresses, places, and other location descriptions into geographical co-ordinates using search algorithms and geo-databases.

**Geo-fencing**

Pronunciation /jjo-fénsɪŋ/  
Defining a geographical boundary, based on an area, or a travel distance or time to a location, and then customising and delivering relevant marketing communications to people according to their location in relation to the boundary.

**Proximity marketing**

Pronunciation /praksímæti márketɪŋ/  
Using location data and technology to communicate with people in the nearby vicinity of a specific location via mobile, web or print media.

**Local marketing**

Pronunciation /lókæl márketɪŋ/  
Using geo-fencing to deliver marketing communications to people that are specific to the local area in which they live or work.

**Online-to-offline geomarketing**

Pronunciation /ɔnláyn tú ɔfláyn jjo márketɪŋ/  
Using click-to-map functions in mobile and digital marketing to enable people to find, obtain directions and visit a destination.

**Interactive mapping**

Pronunciation /intəræktɪv mæpɪŋ/  
Dynamically generating and placing bespoke or personalized maps in mobile, web, email and printed communications based on user-supplied or embedded geodata.

**Location intelligence**

Pronunciation /lokéšan ínté læjəns/  
Geo-demographic analysis, data enhancement, profiling in the area of a specific location in order to visualise and provide business intelligence, market insights and facilitate decision-making.