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THE ROUTE TO LOCAL
MARKETING SUCCESS

Marketing aims to connect people with products, services or experiences that they desire or need to have. Often, it must involve going somewhere nearby: to change the tires on the car, to have a dental check-up, to do a work-out at a gym, to enjoy a meal out at a restaurant with friends.

In local marketing, factors like convenience, proximity and accessibility may strongly influence what people choose to do and where to go. Geomarketing addresses these factors directly so that marketers can take advantage of them when location matters to people.

In this eBook, we explore how geodata can be used for local marketing to define a target audience and highlight benefits for brand locations through maps and in words. We will also see how geomarketing works across multiple, complementary marketing channels, and the special role that direct mail plays in the mix.

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THE IMPACT OF SEARCHING ONLINE FOR LOCAL PRODUCTS AND SERVICES

72% 72% of consumers who did a local search visited a store within five miles.[1]

30% 30% of mobile searches are related to a location.[2]

28% 28% of searches for something nearby result in a purchase.[2]

50% Local searches lead 50% of mobile visitors to visit stores within one day.[3]

78% 78% of local-mobile searches result in offline purchases.[4]

Source: 1)WordStream, 2016 2)Google, 2016 3)Google, 2014 4)Search Engine Land, 2014

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BE FOUND & BUILD TRUST—THE BENEFITS OF LOCAL DIRECT MAIL

Clearly, businesses that want to attract local customers will benefit by having a web presence. But an inbound-only marketing strategy, dependent as it is, on prospective customers searching online and finding your business there, has its challenges and shortcomings.
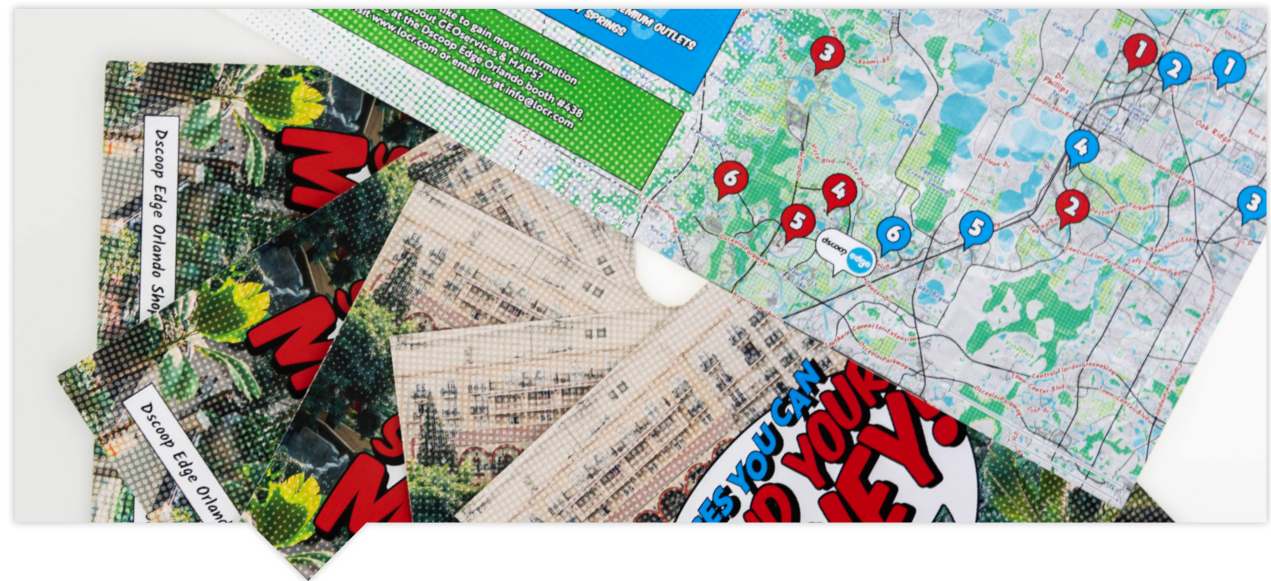
If you're not near the top of a search ranking, you will not be seen. It can be a struggle, especially for small businesses, to compete against powerful brands for online visibility. It can take a lot of time and effort to climb up a search listing. What if the business is a new start-up or is opening a new local branch?

Also, people primarily use online search for something they already know they need or want. How do you stimulate awareness of something different or newly arrived in a local neighborhood? How can you encourage people to try something out that they had not previously thought of?

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BE FOUND & BUILD TRUST—THE BENEFITS OF LOCAL DIRECT MAIL

It's in these situations, that other media channels, and printed direct mail in particular, have a powerful role to play. Direct mail for local marketing has several distinct advantages:

It makes use of the local audience's postal addresses. Hidden within these is vital geodata that enables marketers to leverage the all-important geographical connection between people and the places they want to promote.

Direct mail gets attention. Over half of households read the direct mail they receive. Over three-quarters of people, across all generations, trust direct mail. And even if someone doesn't immediately need or desire the product or service being advertised, direct mail is far more likely to remembered, saved for later or shared with someone else.

And because printed mail can be highly personalized, geomarketing affords the possibility of speaking to people as individuals, recognizing their unique situations and addressing their particular questions in relation to the opportunity on offer.

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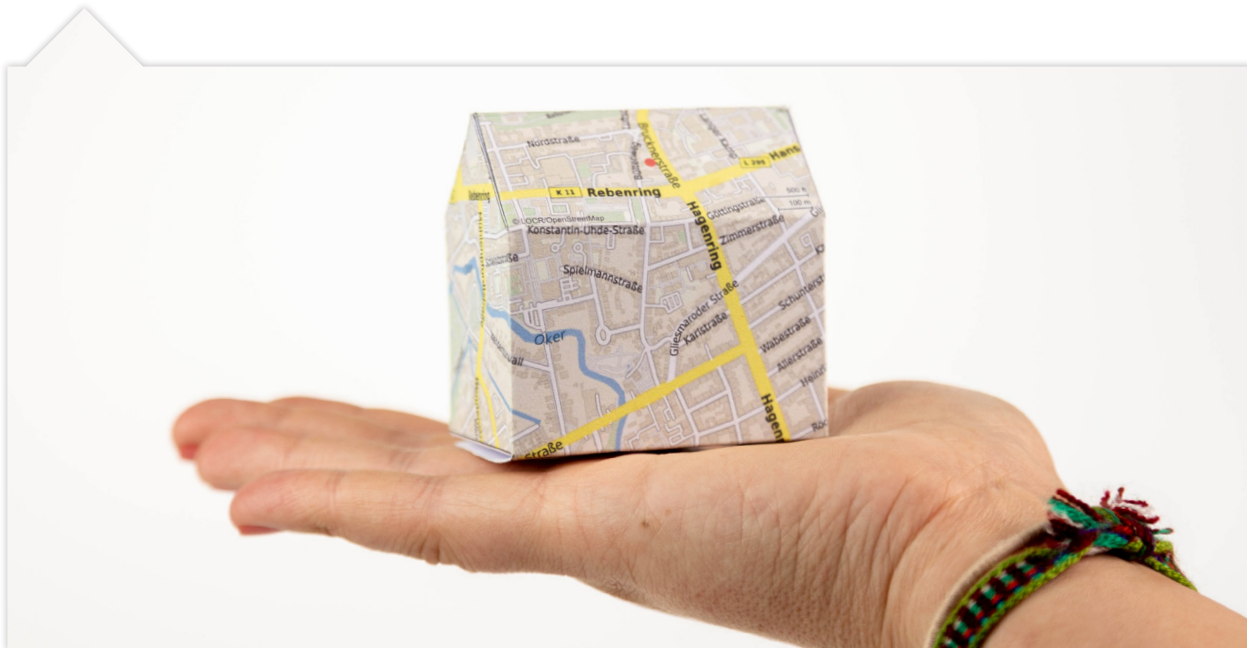
BE FOUND & BUILD TRUST—THE BENEFITS OF LOCAL DIRECT MAIL

Getting someone's attention and awakening their interest are just the first steps in making a sale. An attractive offer helps, but if taking advantage of it involves going somewhere, then people will weigh it up before deciding to act.

They will think:

... how near is this to me?

... is it convenient?

... how easy is it to get there?

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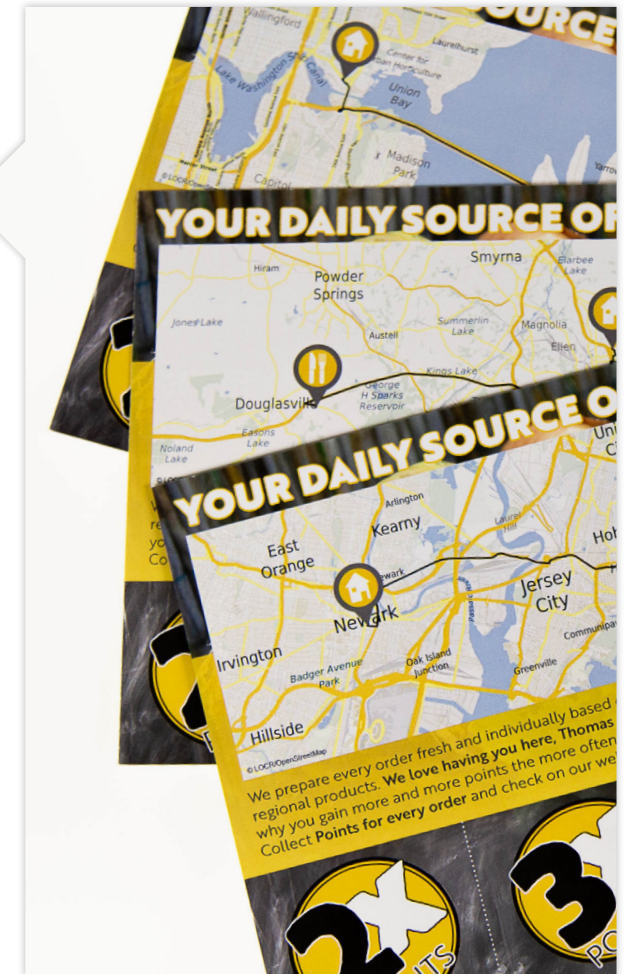
PROXIMITY MARKETING—TARGETING THE RIGHT AUDIENCE IN THE RIGHT PLACE

Using geomarketing, you can build trust by showing that you know where the recipient is, where your brand location is in relation to them, how near it is, what their unique journey will look like and how long it will take. It's a powerful message to support the campaign offer and your brand values.

A further benefit of geomarketing is the analysis you can do to focus your communication on those you are closest and therefore more likely to take up a local marketing offer.

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PROXIMITY MARKETING—TARGETING THE RIGHT AUDIENCE IN THE RIGHT PLACE

Learn more about the far-reaching benefits of geodata, how to boost response rates and help your clients to save money.

This and more insightful resources can be found at
https://maps.locr.com/en/resources

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