

# MAKING SALES WITH GEO MARKETING

In our previous eBook we introduced the broad term of Geomarketing and the even broader opportunities that this field of marketing offers for marketers. But now let's dive right

into the topic that might interest you the most – how to use Geomarketing solutions in your workflow to make more sales and help your customer be more successful?

**In this eBook we will look at three industries and how Geomarketing solutions are used by marketers to promote the benefits of location.**

## WHO ARE THE BEST CUSTOMERS FOR GEOMARKETING?

Qualifying a prospect before anybody even starts to sell anything is a key step in every good salesperson's approach.

**The vital question** to ask is whether the customer's end recipients, the target audience, need to go somewhere to benefit from the offer made in the marketing piece.

It does not necessarily have to be to buy something. It could be to attend an event, visit a museum, go to a hospital or to a school.



## WHAT ARE THE BEST INDUSTRIES FOR GEOMARKETING?

We have found from years of experience that there are many vertical markets in which personalized maps for direct mail work.

But there are some in which they are hugely popular and highly effective. These are the most fruitful places to look for customers who will benefit most from a direct mail service that harnesses the power of personalized maps.

## RETAIL

### WHO RETAILERS ARE LOSING POTENTIAL SALES

Stores and supermarkets rely on customers to visit to browse products and make purchases. Location is a vital element in their marketing mix. If a store is hard to find or is unknown to people in a neighborhood, then they are losing potential sales.



### WHY REACH OUT TO TARGETED CUSTOMERS

Traffic generation is a marketing imperative for retailers. They use a broad mix of media to gain attention – local TV and radio advertising, web search and signage. But direct mail remains a valuable tool to reach out to targeted prospects who may be interested in specific products that are hard to find or want to try a different store to their usual one.

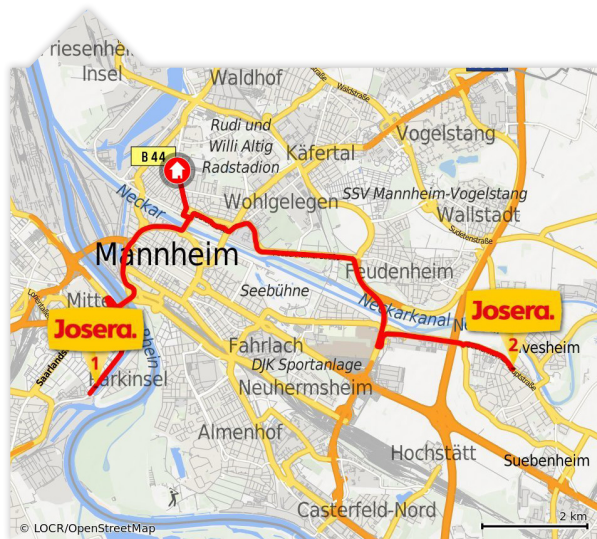
By using direct mail, a retailer can offer **seasonal promotions**, **introductory discounts**, announce new **store openings** and enhance underperforming units.

## RETAIL

# HOW DISTANCES AND TRAVEL TIMES AFFECT BUYING DECISIONS

Our research has shown that the distance that people live from a store or the time it takes to get there is a major factor in the decision to go.

Often they do not realize how near a store worth visiting actually is. Sometimes they need something unusual or only need to make an occasional purchase. High impact and informative direct mail is more likely to be remembered or even kept for that rainy day.



# RETAIL

## A PERSONALIZED MAP INCORPORATED INTO THE MAILER DESIGN CAN SHOW EXACTLY

- WHERE THE STORE IS
- THE ROUTE TO GET THERE
- HOW LONG IT WILL TAKE FROM THE RECIPIENT'S HOME LOCATION

It is a direct, visual way in which a marketer can get the message across that the store is convenient and worth going to.

In conjunction with introductory offers and discount vouchers that can be redeemed in store, a mailer with a **personalized map** enables the marketer to directly measure the response and the effectiveness of using maps in the campaign.

They can also take advantage of locr **Geofencing** methods that help them to segment their audience to just those within an optimum travel time or direct them to one of multiple stores in a chain that are best for each recipient.

## PERSONALIZED MAPS SHOW THE NEAREST STORE

It is not only the retail brand that can use personalized maps to help drive traffic, the manufacturers of specialty products can show customers where they can be purchased.

Josera, a German pet food manufacturer, takes an integrated marketing approach that starts online and then mails a free welcome pack with a discount voucher to redeem on an initial purchase at the nearest pet store that stocks the Josera products. A personalized map shows how near the store is and the way to get there.

## HEALTHCARE

### WHO NEW PLAYERS IN THE HEALTHCARE MARKET

Healthcare systems in the US are undergoing significant changes. New facilities and providers are emerging to bridge the gap between local family doctors and expensive centralized hospitals. Hundreds of new urgent care centers and retail clinics are opening every year.



## HEALTHCARE

**WHY** COMMUNICATING THE  
BENEFITS OF PROXIMITY

Healthcare marketers are working hard to educate patients about the benefits of these new centers. And many are using precisely targeted, local direct mail to announce new services, describe the care available, and show where the relevant centers are located.

**Personalized maps** are proving to be a valuable tool in many healthcare direct marketing campaigns to show patients exactly **where** their nearest health center is, **the best route** to take from their own home, and **how long** it will take to get there.

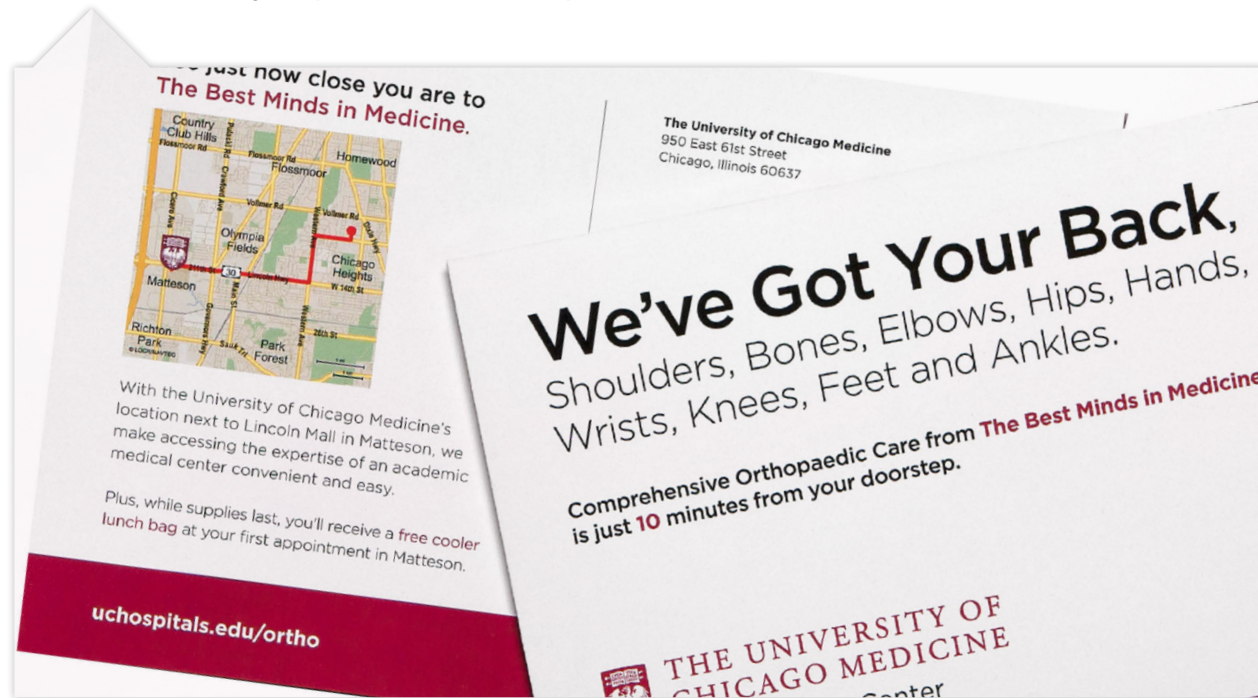
According to **Alan Ayers** of the Board of Directors for the Urgent Care Association of America,

*"One of the most common reasons consumers cite for using an urgent care center is its proximity to their home."*

## HEALTHCARE

### HOW PERSONALIZED MAPS INCREASE VISIBILITY

The department of a major city hospital was able to use personalized maps to increase visibility and new patient visits for one of its local practice centers and achieved a jump of 43% in new patient visits.



without Geomarketing Personalization

**+43%**

with Geomarketing Personalization



## LOYALTY

### WHO RETAIL INDUSTRY GENERATES SALES WITH PERSONALIZATION

Loyalty programs are used extensively by the retail industry to encourage repeat purchases and customer retention. They build a massive amount of customer data that is frequently used for highly personalized direct marketing based on previous buying habits and customer preferences. Most major **retail chains, financial or business services, travel industry brands** and many **specialty retailers** operate familiar loyalty programs for their brands which involve visiting the partner location to take advantage of the membership benefit.

But loyalty programs are not only run by individual brands, there are coalition programs which promote a range of partners in multiple locations. locr personalized maps are extensively used by **AARP in the USA, CAA in Canada** and major European loyalty programs such as **Deutschland Card** and **Lyoness**.

Finally, it is not just large commercial businesses that operate loyalty programs. Many **business associations, social organizations** and **membership clubs** provide programs offering discounts and benefits to their members available from participating partners.



## LOYALTY

### WHY MAKING USE OF PERSONALIZATION



**3.3 billion** It is estimated that in the USA consumers hold about 3.3 billion memberships in loyalty programs.

**12** The average US household actively uses 12 different loyalty programs.

**Personalized Maps** The highly personalized nature of typical loyalty program marketing can make full use of personalized maps to guide recipients to locations where they can collect and redeem loyalty points.

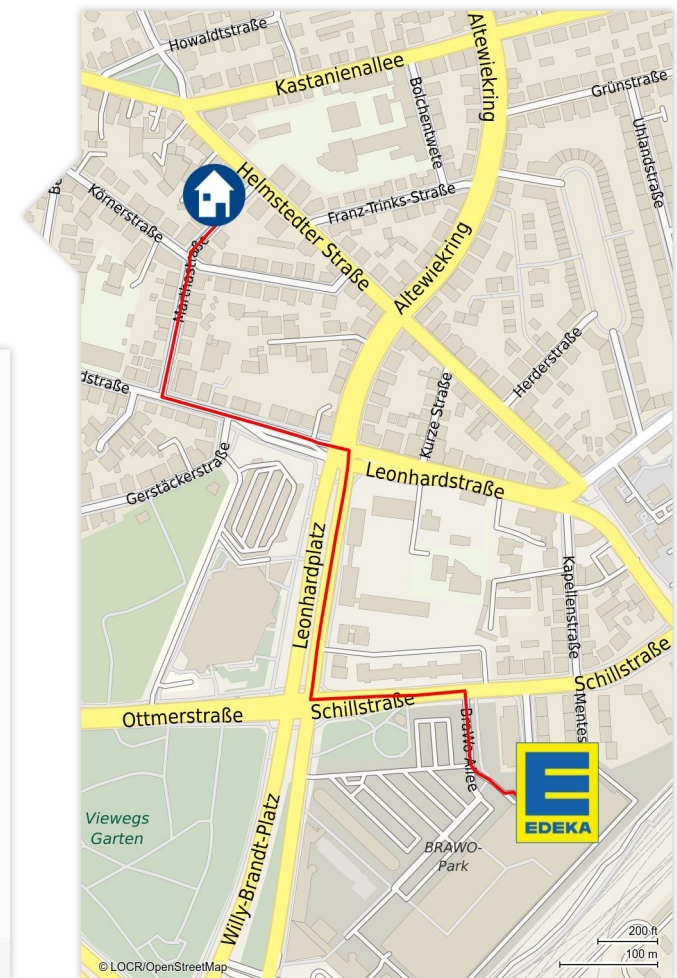
**GEOservices** They can also take advantage of locr GEOservices to select recipients that match criteria based on their geographical proximity to a brand destination.



## LOYALTY

# HOW PERSONALIZED MAPS LEAD THE WAY TO DISCOUNTS

DeutschlandCard GmbH, one of Germany's largest multi-partner loyalty programs with 20 million members, and its partner, EDEKA, created an eye-catching and interesting mailer using personalized maps to improve response rates.



## LOYALTY

### ACHIEVING THE BEST RESULTS WITH GEOMARKETING

If marketers can find the right kinds of sales prospects, then a solution that includes personalized maps may have considerable benefits for them.

If a prospect is already using direct mail, then they will be very familiar with the challenge of gaining a good response rate to justify the campaign costs.

All the issues that they have to consider, like the target audience, data quality, a compelling offer, timing, the campaign creative and messaging, are focused on getting the best possible response.



What if you could almost guarantee a higher response rate with your geo-marketing solution?

It is a proven fact, demonstrated in countless articles and case studies from organizations like PODi, Info-trends and the DMA, that personalization increases response rates in direct marketing.

A marketing solution with personalized maps achieves this because maps have great visual impact, create an emotional connection and are highly relevant to each recipient.

# CONGRATULATIONS!

**You're one step further on your journey as a Geomarketing Explorer.**

Keep up with our Geomarketing Explorer series updates to get even more details that will point your marketing efforts in the direction of successfully selling Geomarketing solutions that will enhance your customer's campaigns.