

TOP FIVE TIPS TO ELEVATE YOUR MARKETING WITH GEODATA



Marketers today face the challenge of trying to create marketing campaigns that are easy to develop but can still communicate their message to the right target group and generate a good response rate.

59%¹⁾ of industry experts like marketers, publishers and advertisers prefer a multi-channel mix to create their campaigns. Research has found that using multi-channel marketing achieves results which are on average

four times higher than the industry norm for direct mail! In successful multi-channel or cross media campaigns, a printed direct mailing piece is supplemented by, for example, PURLs, QR-Codes, newsletters or videos.

1) <https://news.cision.com/woodwing/r/woodwing-survey--trends-2014--multi-channel-top-of-the-agenda---print-to-survive,c9528281>

INTRODUCTION


In this eBook we will introduce you to the benefits of geodata and give you five easy-to-implement tips that help you leverage the power of cross media marketing using location insights.

For each step of your campaign planning schedule we provide a universal marketing tip and readily applicable geomarketing insights.

After reading this eBook you will go away with five tips you can easily integrate to elevate your marketing with geodata. It is the first of a two-part eBook series. Five more tips to follow after these!



#1 OBJECTIVES: BE CLEAR ABOUT WHAT THE AIM IS



What does your client need help with?

Do they need more sales leads?

Do they want to retain customers or increase satisfaction and loyalty?

Is it an event or a store opening that they want people to come to?

Do they need to find out more about their customers?

LOCR GEOMARKETING TIP:

In this first step of the campaign process you define the fundamentals of your campaign. At this stage it is useful to get a general idea of the data you already have and additional data you might need to pursue your campaign goals.

Using geodata that are hidden in your address data you can start by refining your customer audience and mapping out new business opportunities.


#2 RELEVANCE: UNDERSTAND WHO IS IN THE AUDIENCE



LOCR GEOMARKETING TIP:

For location-based marketing campaigns this step especially is vital. 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. If you have segmented your audience into different groups (like for example by different cities or neighborhoods) you can now create relevant offers for each target group that adapt to their daily routine.

#3 OFFER: GIVE AN INCENTIVE TO GET A RESPONSE NOW



An offer is not the product or service being sold. It is what your prospects get in return for taking action now. An offer should be relevant to each prospect.

That means that it may vary across different customer segments.

**A GOOD OFFER, TARGETED
TO THE RIGHT PERSON, CAN
MAKE ALL THE DIFFERENCE.**

LOCR GEOMARKETING TIP:

It's time to show your customers how easy it is to do business with you. Using locr GEOservices you provide each and every customer with their own personal distances and driving times from their home address to your business location! To create personalized customer communications, also consider local specifics, holidays or additional data you have about your customers like the last time they shopped with you or their preferred products.

#4 DATA: GAIN INSIGHT FROM THE DATA YOU ALREADY HAVE



**'THE DATA WE GET IS NOT
GOOD ENOUGH QUALITY'**

... is an often-heard reason for not doing personalized, relevant marketing. The answer is to make the most of the data you do have and use crossmedia to get more and improve its quality.

LOCR GEOMARKETING TIP:

Here's a real-live best practice example that demonstrates how data can enhance marketing planning: Pet-food specialist Josera uses distance and travel time data calculated by locr to analyze the number of customers assigned to a particular retailer and identify regions where dealerships can be established to shorten the customer's travel time.

[Read the full case study here.](#)

#5 MOMENT: SEND THE MESSAGE WHEN THE TIME IS RIGHT



LOCR GEOMARKETING TIP:

No matter if you're planning a summer sale campaign or the big Christmas promotions—location plays a big role in seasonal marketing.

The more important the occasion (or the more expensive the product) the more people rely on the personal character of shopping local. It also provides the benefit of proximity of shops and the convenience to purchase products and services regardless of delivery times and costs. Consider these special situations in your customers' lives when formulating your campaign offer.

LEARN MORE ABOUT GEOMARKETING

This eBook is a part of locr's regular series of free guides and briefings which are all available online as eBooks, case studies, white papers and more at <https://maps.locr.com/en/resources>.

ABOUT LOCR GMBH

locr is the world's leading provider of geomarketing solutions that let marketers use location to their advantage. locr takes data from leading geo-data suppliers and converts it into geo-information services and personalized maps that can be used by marketers to enhance their mailing lists, create higher engagement and achieve better response rates.

FURTHER INFORMATION

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