



MORE TOP TIPS TO ELEVATE YOUR MARKETING WITH GEODATA




In the first part of this two-part eBook series, you gained valuable insights about how geodata shape modern direct marketing and how marketers use the benefits of location insights for their marketing.

In this second part we will give you five additional tips to take advantage of the power of multi-channel and cross media marketing using location insights.

After reading this eBook you will go away with five more top tips that you can easily integrate to elevate your marketing with geodata.

#6 CHANNELS: USE MULTIPLE MEDIA TO GET BETTER RESULTS




The Direct Marketing Association in the USA reports that campaigns that use at least two media achieve response rates four times higher than the average.

Personalized email is effective for follow-ups but campaigns usually start with print, often a postcard, to “open-the-door”. Mobile is an increasingly important channel which is being explored with the use of QR codes and other augmented reality techniques. Social media is proving to be an extremely powerful way to engage with the brand champions within an audience and to grow it through social sharing.

LOCR GEOMARKETING TIP:

Open the door for your integrated geomarketing campaign with a personalized direct mail that integrates a customized map that shows the customer the route from their home to your business location. You could bridge the gap between different media channels by using a QR code that leads the recipient to a personalized landing page or opens their navigation app to lead them directly to your doorstep. Different channels work better for different markets, so be sure to experiment and see what gets the highest response rate. Get some inspiration for your next campaign in our success stories!

#7 TEST: FIND OUT WHICH MESSAGES AND OFFERS WORK BEST



Personalized direct response marketing is attractive to marketers because the results are measurable.

STANDARD MAILING

PERSONALIZED MAILING

LOC R GEOMARKETING TIP:

Here's another real-life best practice example of a successful A/B test campaign: In order to test the effectiveness of using geomarketing as an overall strategy for retail traffic generation and serve as a basis for the company's future marketing programs, marketing service provider Eight Days a Week Print Solutions decided to run a controlled A/B test with and without the geomarketing components.

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

#8 INTERACTION: LISTEN & LEARN – IT'S A TWO-WAY STREET



LOCR GEOMARKETING TIP:

Feedback is crucial for every business. Besides giving special interest to the content of the feedback you should give your customers the opportunity to respond in the way that's most convenient for them. You could even reward your customers' feedback with a discounts or little goodies.

#9 PARTNERS: USE SPECIALISTS FOR SKILLS YOU DON'T HAVE




Working with partners is an underlying trend that successful and innovative digital printing businesses have shown.

LOCR GEOMARKETING TIP:

locr has focused on developing and maintaining strong partnerships with these print automation providers, including XMPie, HP, Xerox and EFI. These partnerships make it easy for printers to add personalized maps directly into the jobs they are producing.

#10 STRATEGY: THINK LONG-TERM, DEVELOP RELATIONSHIPS



It is strategic long-term thinking that helps marketing service providers achieve success for both their clients and their own businesses.

Developing partnerships enables both parties to complement each other's skill sets.

LOC R GEOMARKETING TIP:

Many of these top tips come together in the story of a major American non-profit organization that has been attracting millions of senior drivers to its Driver Safety courses continuously for 7 years. In the first year of campaign testing attendance levels increased by 50%.

Since then the AARP, their marketing agency and locr have built a long-term partnership, learning together and using our specialist skills. Together, we have developed and improved the program by applying valuable insights from geodata analytics and the customer response. Read the case study to find out how we did it.

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.

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