

GEO DATA MAPS 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

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?

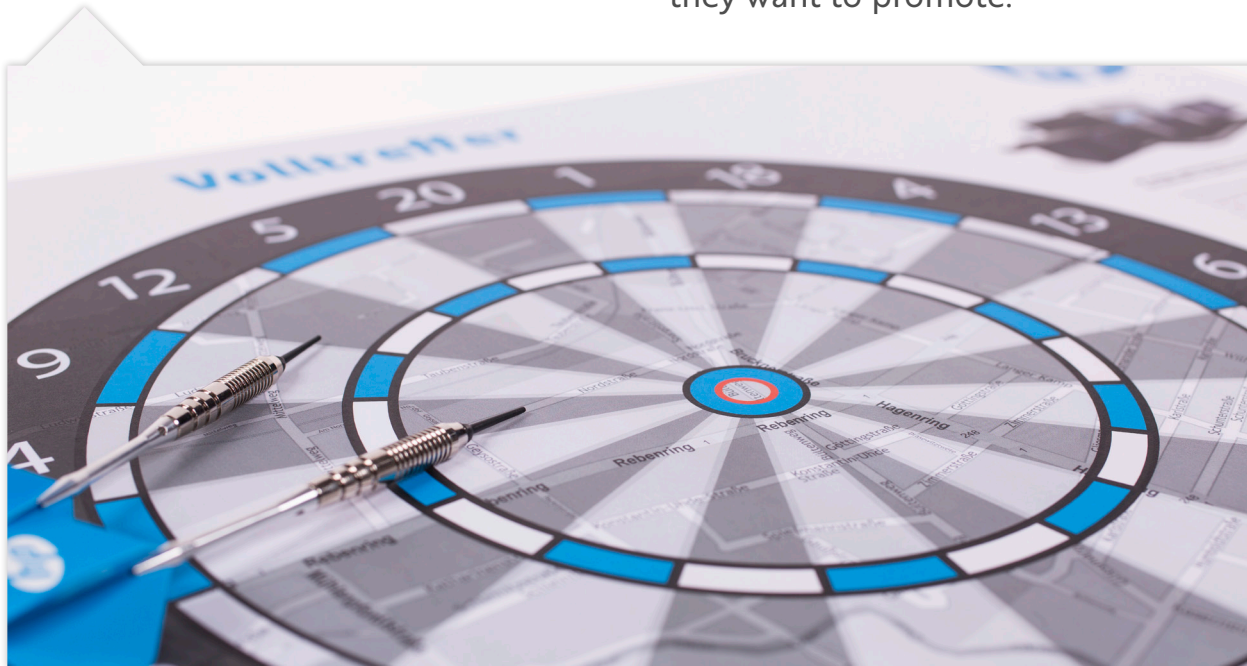
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BE FOUND & BUILD TRUST—THE BENEFITS OF LOCAL DIRECT MAIL

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 be 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.

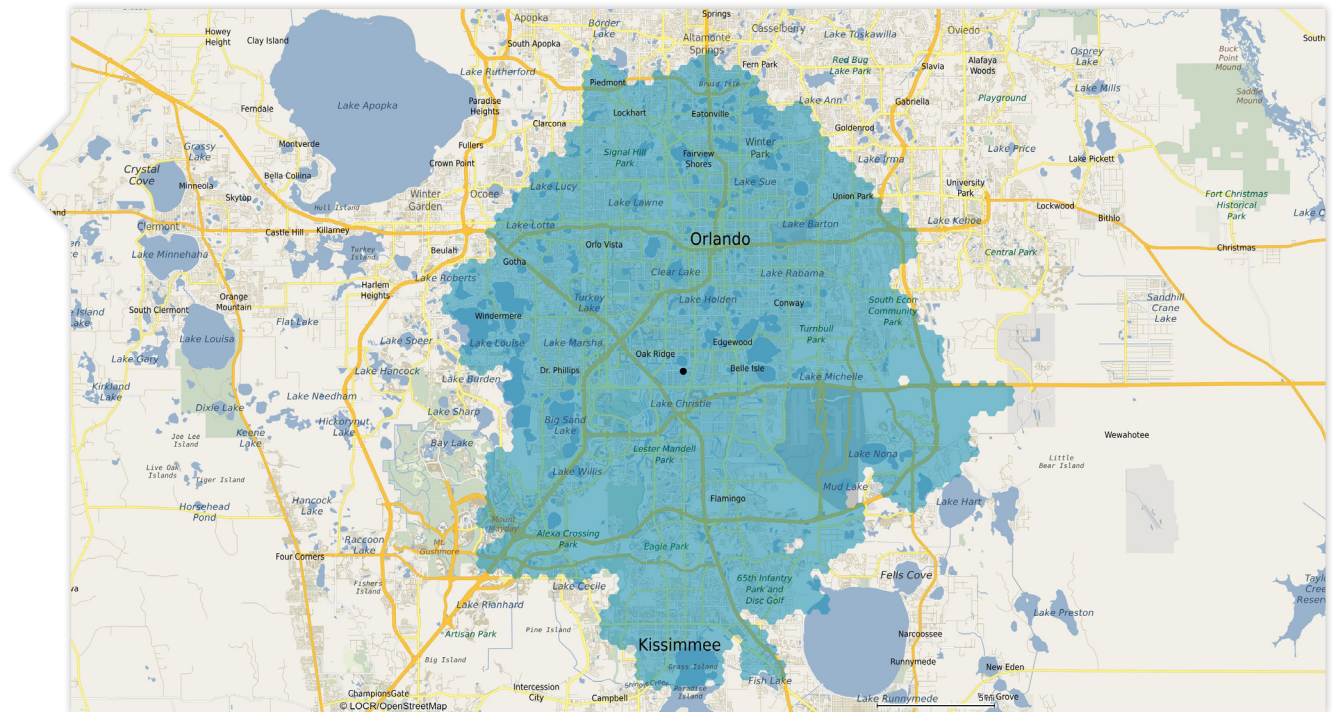


BE FOUND & BUILD TRUST—THE BENEFITS OF LOCAL DIRECT MAIL

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?

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.

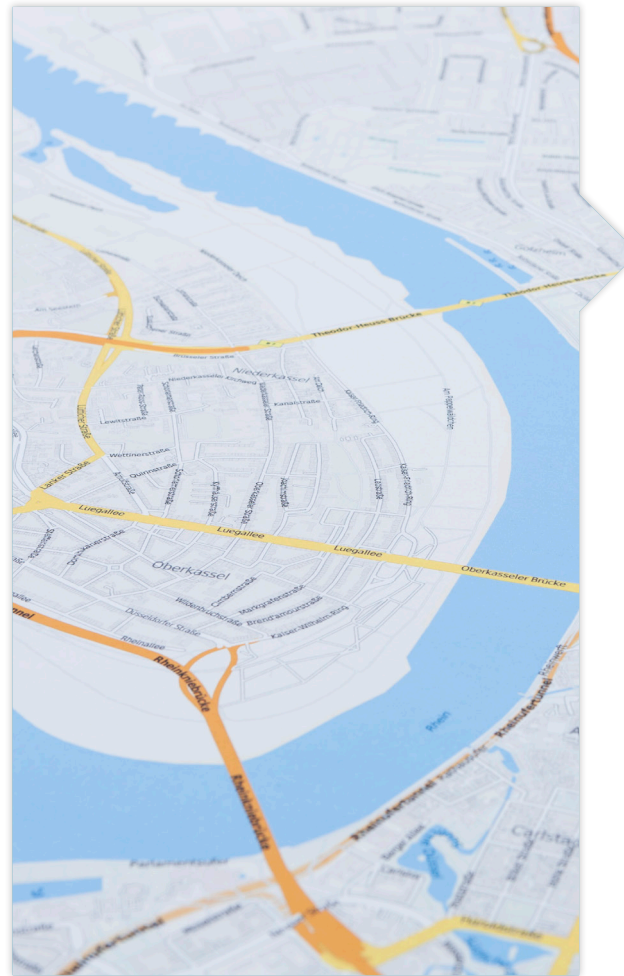


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PROXIMITY MARKETING—TARGETING THE RIGHT AUDIENCE IN THE RIGHT PLACE

How does it work in practice?

The first step is to define a potential **local target audience** for your campaign based on geo-demographic characteristics. Using factors such as age and socio-economic groups, types of lifestyle and households, you can select from a population in the geographical area of the business location you wish to promote. High quality, up-to-date address lists are available from many reputable data vendors who draw from extensive consumer and business databases.



The geographic factor in selecting a target audience is typically based on the ZIP or postal codes of the general area around the business location. But the postal area in which an address lies is only a rough guide to a key success driver for local marketing – proximity. Proximity is all about near or far, how quick or long, as seen from the perspective of the consumer. You can measure proximity and use this insight to refine a basic address list with far-reaching benefits.

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GEOservices & MAPS

PROXIMITY MARKETING—TARGETING THE RIGHT AUDIENCE IN THE RIGHT PLACE

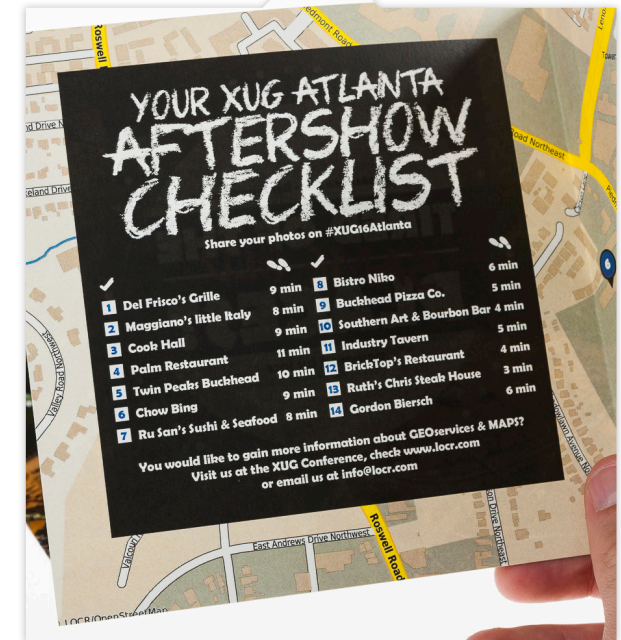
There are a comprehensive range of specialty GEOservices that locr can deploy to calculate proximity in order to enhance and refine an address list.

Firstly, any postal address can be geo-coded with a precise geographical position that gives its latitude and longitude in the world.

Then, by overlaying this extra data on a vast database of geographical information that details real world's network of streets, roads, freeways, junctions, footpaths, transit stops, and more, it is possible to plot an exact route from each postal address to any business location. Each route is unique, has a precise journey distance and a typical travel time.



Now it becomes possible to define a target audience using these metrics. For example, select only the postal addresses that are within a 10 mile or 15 minute drive of a specific destination.



THE BENEFITS OF GEOSERVICES FOR LOCAL MARKETING



In our experience of working with postal data from all over the world, we find on average that 15% of addresses thought to be within a distance defined only by postal code, are actually further away. The actual route may be complicated or involve circumnavigating barriers such as rivers and railway lines.

The converse is also true. From the point of view of the prospective consumer, they may perceive a retail store or health center to be much closer than their postal address would suggest, because they happen to live near a freeway ramp!

Sometimes, local marketing campaigns involve choices of locations - retail store or restaurant chains, partner loyalty programs, transit routes can have multiple locations within a given geographical area. GEOservices can include rules that enable business locations to be selected by their proximity, quantity and variety in relation to a local address list.

WHAT GEOSERVICES CAN DO FOR YOUR DIRECT MAIL ROI

There is a significant side-benefit to refining a target audience based upon their proximity to a location where they can take advantage of an offer. It **boosts response rates and saves the client money**. If a campaign recipient is more likely to act when they perceive an offer to be conveniently located or worth a short journey to find out, then it makes common sense to eliminate those least likely to respond on account of their distance away.



Alternatively, it is possible to top-up an address list by adding additional recipients who may be outside of the immediate postal area of local brand destination, but who nonetheless qualify in terms of their actual proximity.

In short, by undertaking a GEOservices analysis to a basic address list, a local marketing campaign can be more focused on those most likely to respond and therefore increase the client's return on their marketing investment.

WHAT GEOSERVICES CAN DO FOR YOUR DIRECT MAIL ROI



The results of GEOservices analysis can go beyond refining an audience for a local marketing campaign. It can carry through to the campaign messaging itself by providing vital factual evidence to back up a marketing claim.

There is a big difference between just being told that a recently opened restaurant is “convenient” or “nearby” and seeing it on a map, with an actual route and a distance or travel time. The map is trusted, because it is already familiar. It shows their neighborhood and pinpoints their home on it.

The map prompts them to read on. And having understood what is being advertised, the offer and how to get it, they read something that says, “You’re only 12 minutes away!” (or however near they are).

The knowledge gained from geodata can be directly written in to the campaign copy or even placed on the map, and it could make all the difference when it comes to local marketing.

WE'LL TAKE YOU ON A TOUR

In our next and final eBook in our Geomarketing Explorers series, we will take a visual tour through many of the unique, personalized maps that campaigns from around the world have featured. We will show the variety of styles that can be created and how they have been customized with easily recognizable icons and brand logos to add visual impact and relevance.

Many of these campaigns use the GEOservices described here to define what appears on a map and also to enhance key messages about proximity, convenience and accessibility with variable text detailing actual driving distances and travel times.

We hope that the insights you have gained through exploring geomarketing with us will enable you to realize the power of personalization using geodata and maps. You should be well-positioned to see opportunities for using geomarketing to support your customers' marketing needs, explain its value to them and share in the success they gain from it.

