

THE ROAD TO RECOVERY STARTS HERE

Businesses now need to get their customers back. Those most acutely affected by the Coronavirus crisis are ones that had to close their doors to comply with shelter-at-home and lockdown orders. They are businesses whose very existence depends on people coming in through the door – often

providing the things that give us our quality of life, the experiences people can only have by being there in person. Whether it's a hair salon, a fitness centre, a restaurant, a hotel or a theatre, these kinds of businesses need to get their customers back through the door – and they need to do it quickly.

It's now up to you to provide the vital marketing support that these kinds of businesses need to get people to come back to them. That's why we have created the locr BACKpack. It's the back-to-business sales pack to take with you on your mission to help your customers get going again.

WHAT IS THE LOCR BACKPACK?

When the life of a business depends on customers knowing where it is and how to get there, locr has a solution that delivers success – geomarketing. The power of personalized maps and the hidden geodata in simple postal addresses can be harnessed to create impact, drive action and increase response rates in direct mail marketing.



This is your guide to the locr BACKPACK. It shows you how you can use the geomarketing tools in the locr BACKPACK to support the thousands of walk-in businesses everywhere that need your marketing support to get them going again.

The locr BACKPACK provides everything you need get started: an online self-service tool to create personalized maps, sample designs to inspire, artwork templates to adapt, and expert advice on how to enhance your direct mail campaigns with geomarketing.

The road to recovery for walk-in businesses, whatever their size, after the shock of the Coronavirus crisis, starts here. Follow the nine simple steps in this guide to get ahead and map out the way forward for them.



OBJECTIVE MAP YOUR PLAN



The first step in preparing any marketing plan is to have an objective. What are you trying to achieve? What is the problem that you're trying to solve? How will you know when you have solved it?

Let's make a start by defining the objective as "help walk-in businesses revitalize their sales again after the Coronavirus crisis."

Your strategy is clear: find these businesses and show them how you can help grow their sales again. Don't wait for them to call you. Be proactive, contact them. Empathize and understand their situation. Offer your solution, show examples, and point the way.

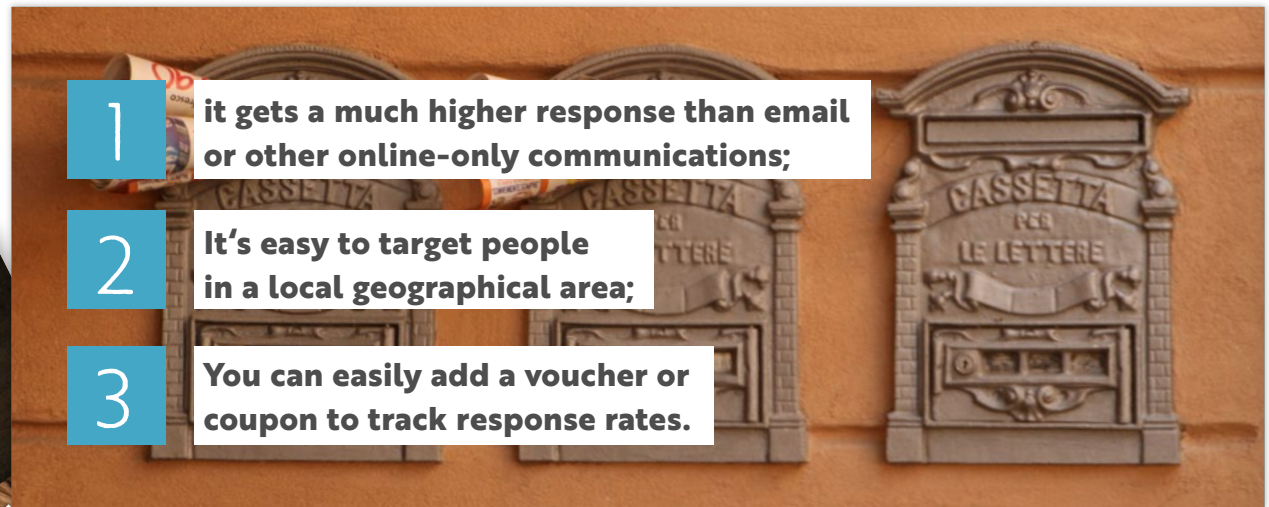
STRATEGY DIRECT MAIL

To meet the sales needs of local walk-in businesses, nothing makes an impact like direct mail. It is simple, effective, inexpensive and proven to work. And the added geomarketing resources in the locr BACKpack gives direct mail the boost that these businesses really need right now.



THREE REASONS WHY DIRECT MAIL IS EFFECTIVE:

- 1 **it gets a much higher response than email or other online-only communications;**
- 2 **It's easy to target people in a local geographical area;**
- 3 **You can easily add a voucher or coupon to track response rates.**



Your solution can be as simple as a direct mail campaign to existing and prospective customers in the local area of the walk-in business that wants to revitalize their sales.

AUDIENCE THE LOCAL NEIGHBORHOOD



Like any direct marketing campaign you're first going to need some data – the names and postal addresses of people that the business wants to promote itself to.

The business may already have a customer address list. But it may be old and out of date. Or it may be too small and need adding to.

If they don't have a list then ask the business to give you an idea of their ideal customers. What do they do? How old are they? Where do they live? Are they mainly male or female or does it make no difference?

You can give this demographic profile to any good and reputable data list agency and they will give you

a selection of names and addresses that meet the criteria.

No matter where you get the data, you'll want to ensure the prospects are in the right location - close enough to do business with your customer. To make that selection, you'll want to access the hidden geodata in the postal addresses you have.

A KEY FACTOR PROXIMITY

Walk-in businesses are typically local. The distance that people are prepared to travel depends on many things – such as what's on offer.

But your customer, the walk-in business you're helping, will have a good idea of how far and wide their customers come from.

You can significantly improve the response rate and potentially reduce the cost of a local direct mail campaign, by knowing the travel distance or travel time for each potential recipient, and excluding those who may be too far away.

It's far more reliable to calculate the actual travel time or distance than just relying on zip codes. The distance or time it will take is what matters to the customer, not what zip code they have!

locr calculates real times and distances from simple postal address data. You can use that information to segment the list and exclude any that are too far away. You can even use the time and distance information to add relevant personalized information in the mailer.



MESSAGE WHAT'S THE RELEVANCE?

Now that you have the data, next comes the marketing message. Again, your customer will have a good idea about what they want to say. They will know what is special about their business:

Putting the message across in a clear, simple and attractive way is easier said than done. If you don't have copy-writing skills in-house and your customer doesn't either, find a freelance or agency partner to work with.

It shouldn't cost much. And make sure they come up with a good headline message. It doesn't need to be too clever, or funny, but it will need to be short and clear.

Here's a few we thought of:



OFFER WHAT'S THE DEAL?



An essential, but all too often overlooked, part of a successful direct mail campaign is the offer.

The offer must be relevant, compelling and worth making a special journey for. And it must be sensible and capable of being fulfilled. Only your customer will know what will attract their customers.



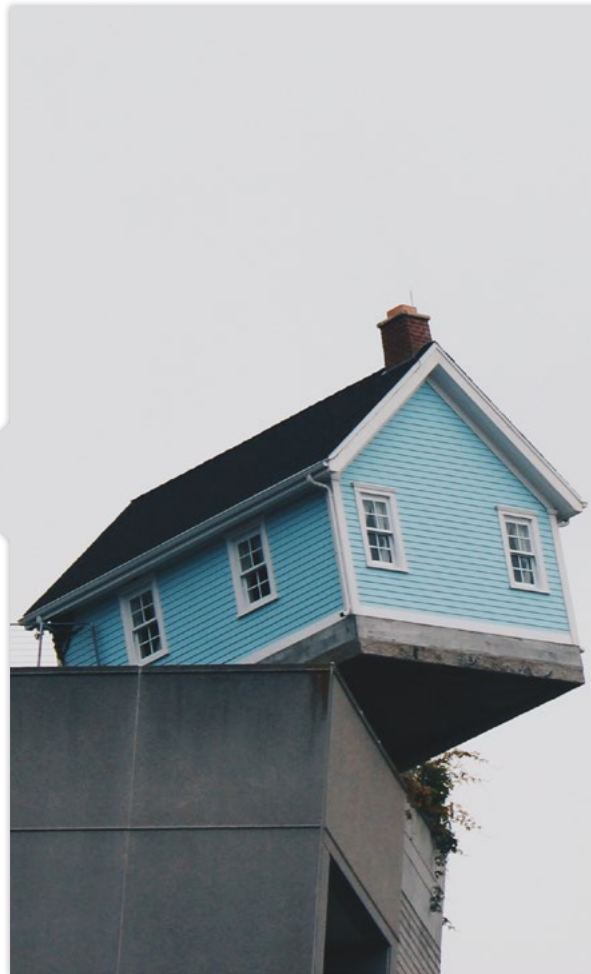
Some ideas for offers include: a two-for-one special, a half-price offer, a bonus extra or any number of possibilities. But make sure it has a realistic time-limit on it. After all, your customer wants to restore their business as quickly as possible.



FORMAT KEEP IT SIMPLE

Now that you have the recipient data, campaign message and offer in place, you can apply your special expertise as a printer to the creative design and format of the mailer.

In our experience, for small, local walk-in businesses like restaurants, hairdressers, dentists, clubs, theatres and so on, postcards work really well. Half letter (or A5 in Europe) is a good size that is inexpensive to produce, can carry enough information, be attractive if printed both sides in full color and easily complies with postal regulations.



And best of all, it doesn't need to go in an envelope. The name and address can go on one side of the mailer with the main text message, leaving the other side free for an attractive, creative image and headline. It means that any printer can do this without special inserting equipment.

Another reason for choosing a postcard is that you can add a personalized map to it to show the recipient where the business is and how to get there. A personalized map is just a variable image which can be printed just like variable names, addresses or text. And any digital color printing press can print postcards for direct mail with variable text and images.

DESIGN MAKE AN IMPACT



The power of a personalized map in a local marketing campaign, especially in a self-mailer like a postcard, is that it's often the map that people notice first when they pick up the mail.

And the reason for that is that the map shows where they live. Their local neighborhood. It's familiar, easily recognized. And so it sparks curiosity.

"Why is my house marked on this map? Where's that route going to?"

The personalized map literally shows the prospect how easy it is to get from their home to the location of your client's business. They can see how easy it is to do business with your client – and claim their special offer!

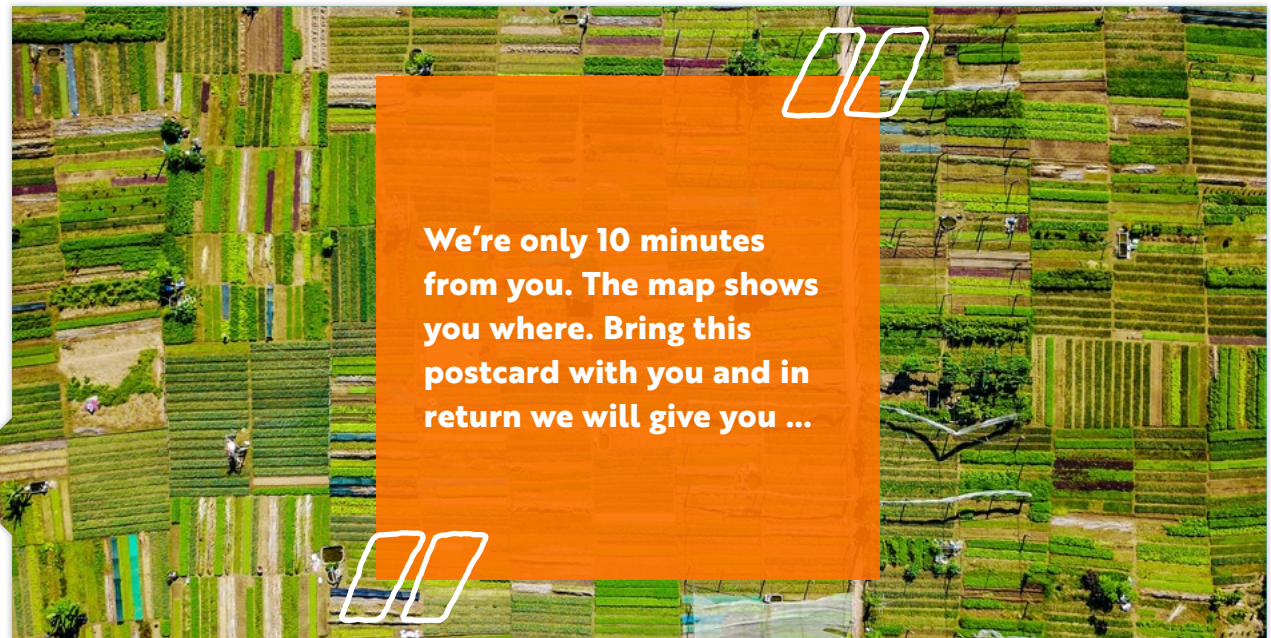
"Oh I see, they want us to go there. And they'll give us two for the price of one if we do any time this month. Well, we've been stuck in all this time during the Coronavirus crisis, but now that we can go out again, let's give it a try. Anyway, it says it's only a five minute drive in the car away so let's do it."

RESULTS PLAY SAFE, DO WHAT WORKS

Your customer has turned to you because they trust that you can deliver results for them. And trust is built on clarity and honesty. You may not be able to guarantee success, but you can certainly measure it.

And for walk-in businesses it's easy. The recipient simply has to take the mailer with them to be eligible for the offer. It's another reason why a simple postcard is so effective. The postcard is the voucher or the coupon. No tear offs, no scissors needed.

Simple but powerful. Your customer can measure the success of your solution by simply keeping and counting all the mailers that come back to them.



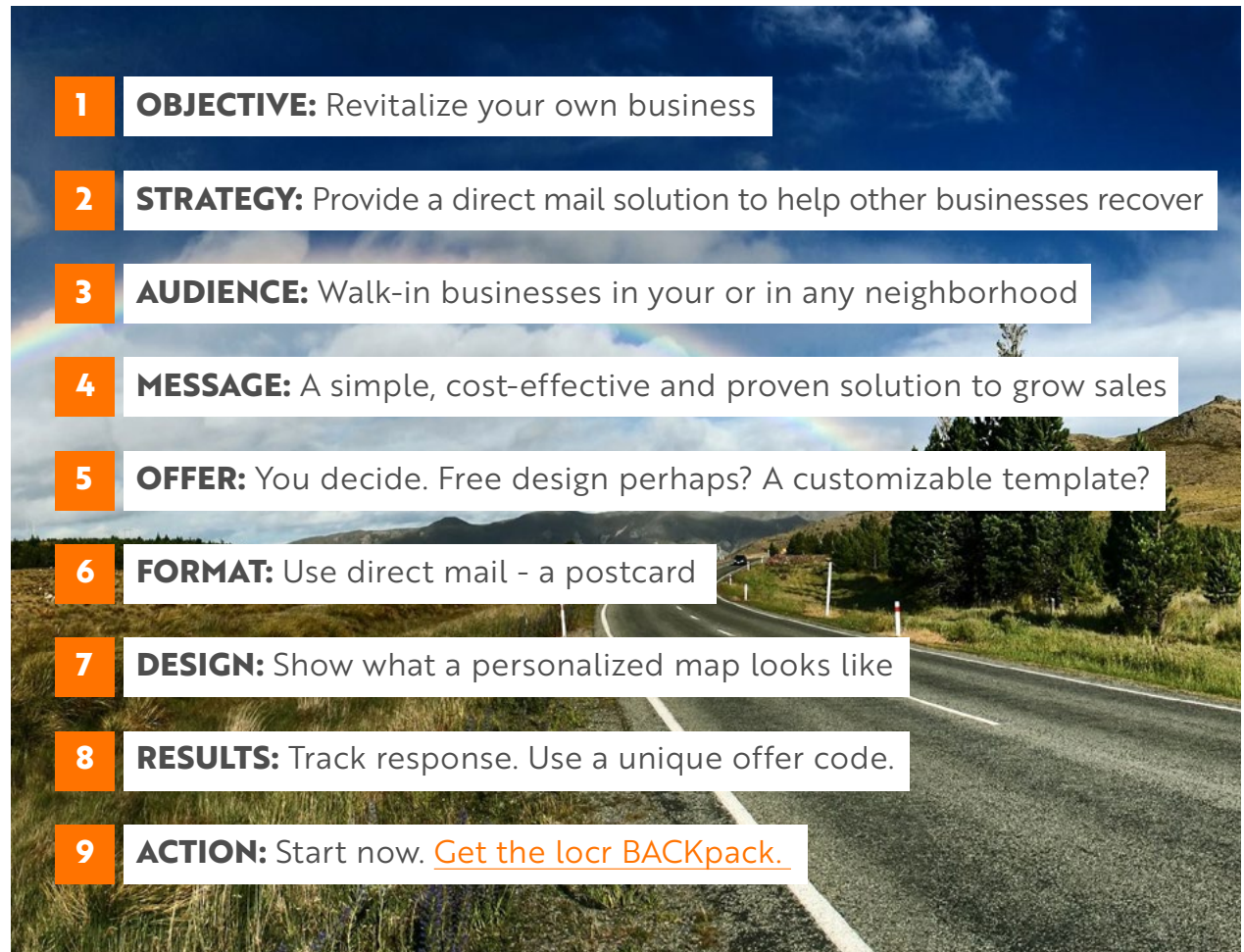
The results from using personalized maps in simple postcard-style mailers for local marketing are well proven. They have been used successfully for restaurants, retail stores, hotels, automotive dealers, hair salons, museums and many more.

In one case, a retail store did a random A/B test with and without the maps, and no other differences, and achieved a 63% higher response from the mailers with maps.

ACTION GET THE LOCR **BACKPACK**

When it's time to get out there again, to find new customers and help old ones rediscover you, there's no need to go it alone. Take the locr back-to-business sales pack with you. Pick up your locr BACKpack at www.locr.com/backpack.

There you'll find all the tools you need to get going again, and get your customers going – an online tool to create personalized maps from your data, some sample postcard designs to inspire you and expert advice to guide you to use on your journey. You don't need to wait for a customer to call you to get started on the road to recovery. You can get started right now. In fact you must, because if you don't, that call may never come. Just follow the nine simple steps we've shown – for your own business!



CONTACT US WE'RE HERE TO HELP



Faith is taking the first step even when you don't see the whole staircase.

- Martin Luther King, Jr.



1

We can advise how to create effective geomarketing direct mail campaigns that will achieve the results your customers need.

2

We can draw upon a wealth of experience we have gained over many years working with marketers and printers who deliver success with geomarketing again and again.

3

We will provide you with all the training and support you need in using the locr BACKpack online self-service tool for creating personalized maps.

The first step is always the hardest. But we are on hand to point you in the right direction and guide you through each step of the way forward.

Find out more at www.locr.com/backpack or email your local contact, Randy Hardy at us@locr.com.