



THE VALUE OF LOCATION FOR TODAY'S MARKETERS

The most of us are regularly out in our communities every day. We visit shops, go to the gym, get our hair cut, and watch movies. Local businesses are open and ready to get their share of opportunities. But how can they get customers in their door – and keep them coming back?

Use the value of location.

Location is one of the most important benefits these businesses offer their customers. Promoting the value of location is one meaningful way to attract customers to your store or shop.

Our business helps customers get to your business.

At locr, we offer Geomarketing solutions that enable you to successfully communicate the value of your location and realize its full potential. Leveraging the power of location has been shown to increase engagement and enhance response rates of direct mail campaigns. Are you ready to take advantage of the benefits of location in your next marketing campaign? Let's get started.



To guide your location-based marketing strategy, we've created the GEOpack. It provides insight into geomarketing and contains everything you need to get started.

THE IMPORTANCE OF DIRECT MAIL



THREE TOP REASONS WHY DIRECT MAIL IS EFFECTIVE:

1. *Direct mail achieves a higher response rate than email or other online communications.*
2. *When producing a direct mail campaign, you can be more strategic about who you are targeting. For example, you can easily target customers in a particular geographic area without spending much money.*
3. *You can easily add vouchers or coupons to a direct mail campaign. Not only do they attract customers, vouchers and coupons are a valuable way to track response rates.*

The use of direct mail has increased in the past two years – with no signs of slowing down. Marketers have learned that if your goal is to get people to visit your business and experience personal contact, no other marketing strategy works better than direct mail.

Best of all, direct mail is easy to design, cost-effective to produce, and you can easily track the response rates.

Adding geomarketing to your direct mail further enhances the value – and the response rates – of your direct mail campaign. Geomarketing makes direct mail much more personal, immediately establishing a connection with the recipient.

Whether you are attracting new customers or getting old customers to return, nothing works as well as direct mail.

TARGET AUDIENCE



Marketers know that personalizing your communications improves response rates. But for many marketers, adding personalization is too complicated.

The good news is that personalizing a successful geomarketing campaign can be as easy as using a postal address and the name of the person you want to target. That's it. Most companies have this data on their prospects. But if you don't, now

is the time to think about precisely who you want to target. Important demographics to think about:

- **Where does your target live?**
- **How old is your target?**
- **What interests does your potential customer have?**

With this data, you can create target groups to precisely tailor your campaign

to target potential customers. You want to be sure of your customer's location to accurately target them with the right message and business location. One way to determine the location value of a customer is to use the geospatial data available in existing postal addresses. Analyzing your customer list with geospatial data lets you take out any customers that don't fall into the target group of your campaign, eliminating unnecessary printing and postage costs.

MAKE IT EASY TO DO BUSINESS WITH YOU

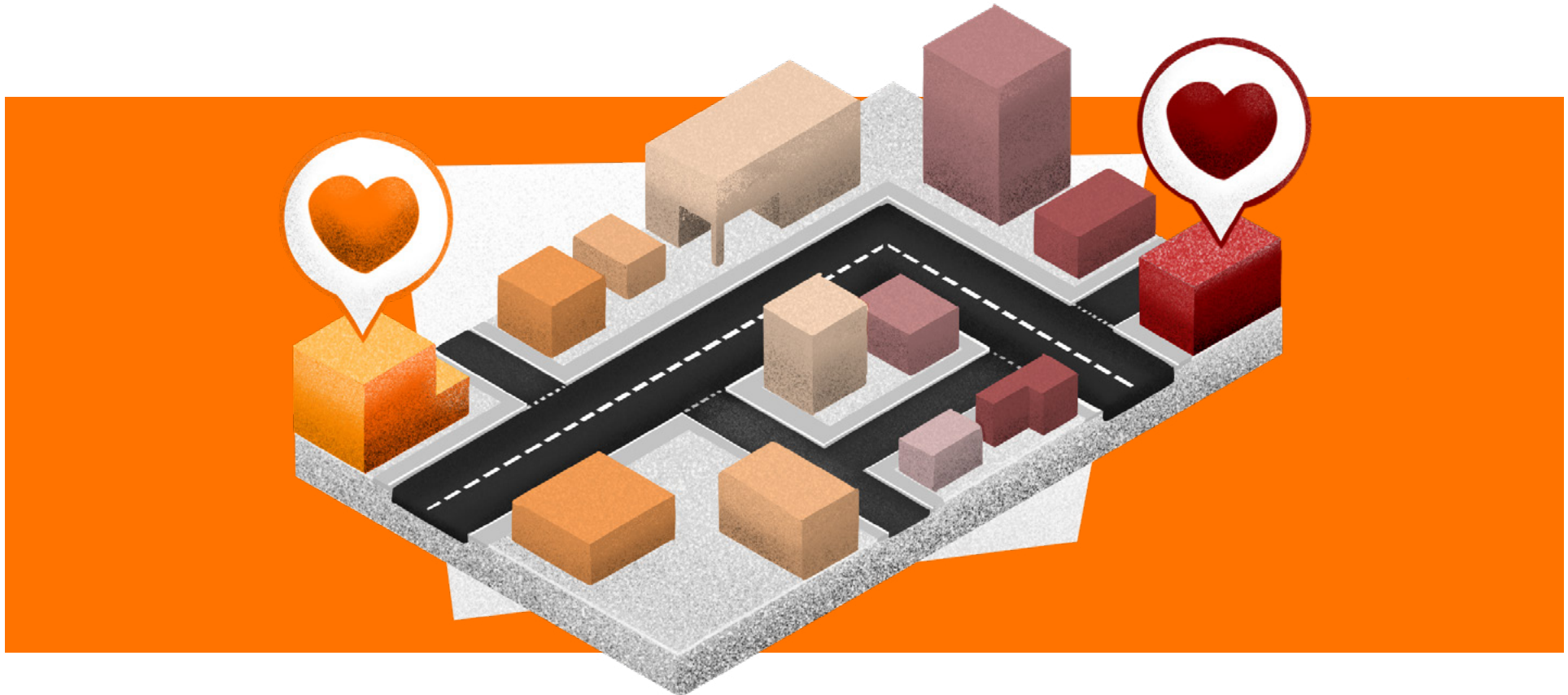
In today's busy lifestyles, many people will only visit a business if they know how long it will take to get there. Geodata lets you include travel time and distance information as part of your direct mail.

That way, your recipient knows the travel time information before they get in the car. In addition to providing information

for your customer, geodata can also improve your mailing list. You know how far someone is willing to travel to your business, so why mail to people who are outside of that region? Geodata lets you exclude addresses with travel times that are too far away. Because it uses travel time as a measurement, this type of selection is much more accurate than sorting by

postal codes. This selection process also saves production and postage costs, creating more efficient direct mail campaigns.

With just a simple address list, locr quickly and precisely determines real journey times and distances. You find your perfect target group and show them their personalized route to get to the door of your business.



DEFINE YOUR MESSAGE AND OFFER

Now that you have selected the target group and identified their location, you can create your direct mail.

Start by defining what is unique about your company and think about what action you want your target to take. Then, write a good headline that grabs your customer's attention and pulls them in to read more. Personalization is critical, so you want to add as many personalized elements as possible, including their name.

An essential but often overlooked element of direct mail is the offer; it needs to be relevant, appealing, and meaningful if it is to motivate the customer to take action and visit your business. The offer can be a "two for one," a special discount, or a bonus.

Putting a time limit on the offer motivates the customer to visit soon and take advantage of the special offer.



TIPS FOR CREATING YOUR MAILING MESSAGE:

1. *How is your company different from others?*
2. *What is the added value a customer gets from visiting your company?*
3. *Are there any special offers you can extend to the customer?*

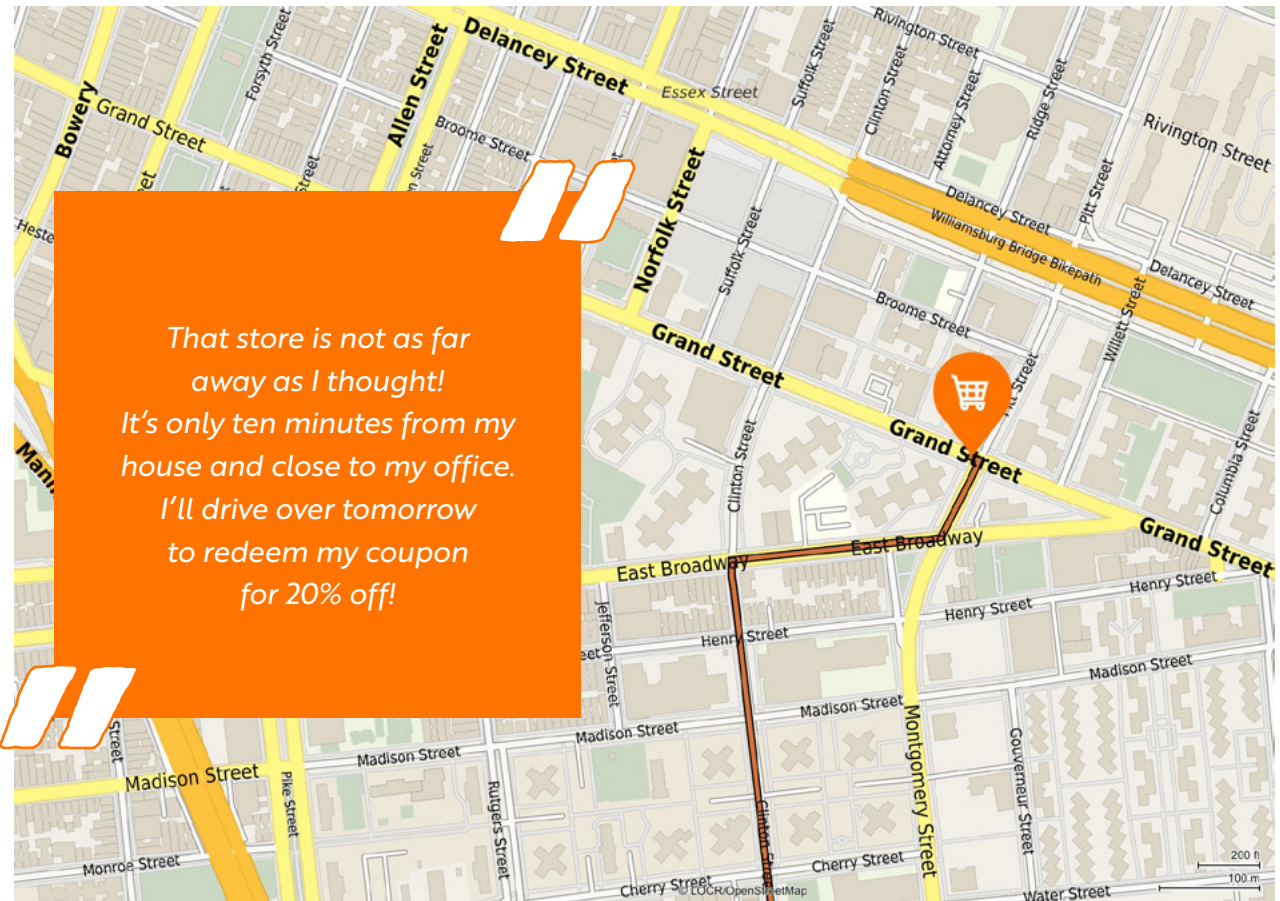
CREATE AN ENGAGING DESIGN

You've defined the demographics of your prospect, refined your message, and developed a special offer. Next step? Putting all those elements together in a creative design.

A postcard is usually the best option for small and local businesses like hair salons, clubs, gyms, and restaurants. Postcards are versatile and affordable to print. Plus, they don't need an envelope, and you can print on both sides; use one side for the name, address, and promotional message and the other for an attractive headline or message.

Postcards also boast a high response rate, averaging 4.25 percent. Some postcards offer the lowest postal rates. Postcards also come in various sizes – from regular to oversize - you can pick the one that works best for your message.

Maps are another way to add value to a postcard. Maps are a familiar image, and a personalized map does more than just show the recipient how to get to your business. It also makes an emotional connection with the recipient. For example, seeing



a map that includes their home address, street and community creates an emotional connection in the reader's brain. This emotion leads to increased engagement and the likelihood they will act.

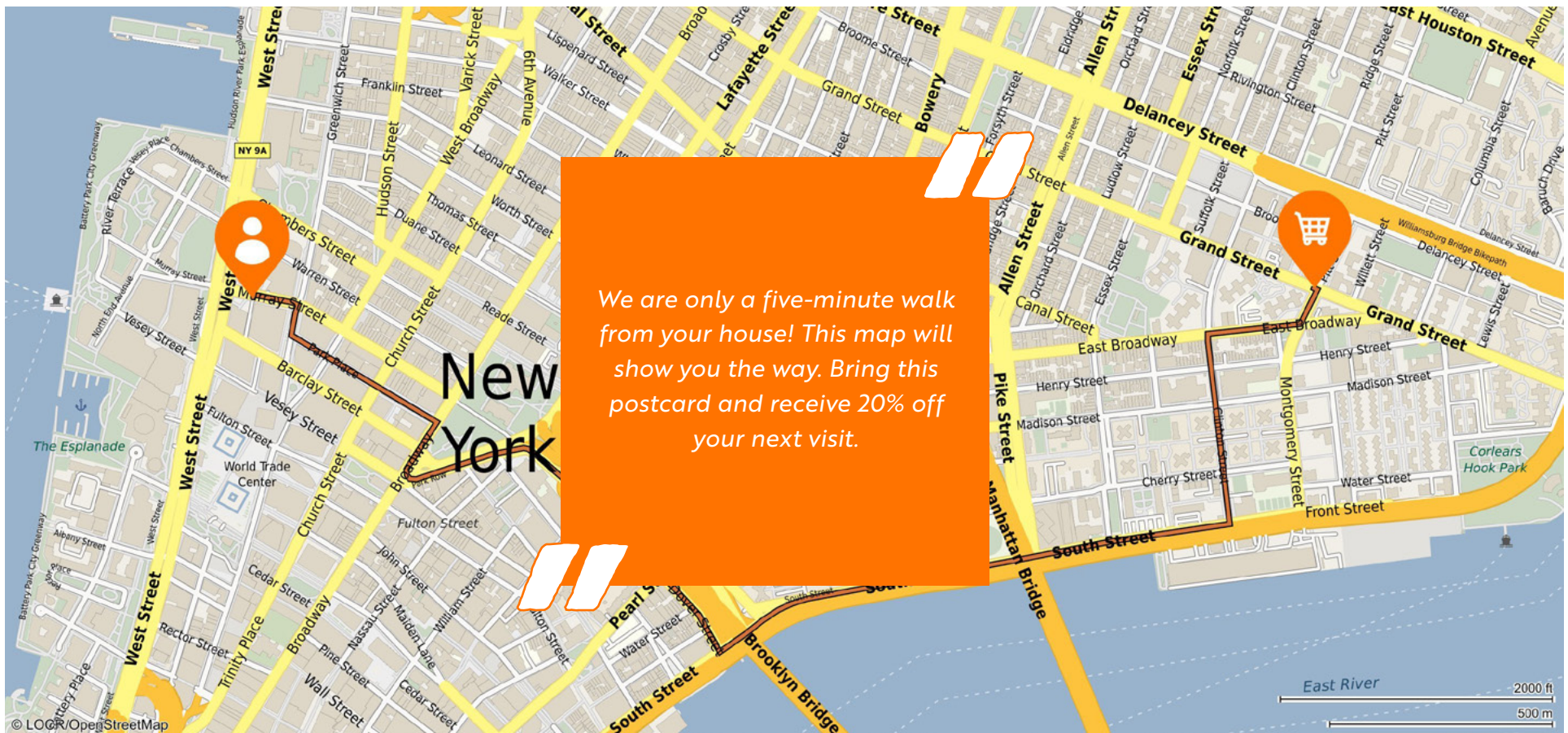
Whatever design you choose, postcards can be printed affordably using digital printing technology. Digital printing also lets you include the personalization that is so vital to the success of your direct mail.

MANAGING THE RESULTS

Whether you are creating a direct mail campaign for your own business or the business of a client, it's the results that matter. While you can never guarantee success, you can use feedback on the responses to determine how many customers

made a visit and how successful the campaign was. For example, coupons or vouchers help generate higher response rates and provide valuable insight into how the campaign performed. A retailer we worked with started a direct mail campaign with

coupons on every mailing and conducted an A/B test with and without personalized maps. The traceable coupon codes gave a clear result: the campaign with maps generated a 63% higher response.



PUTTING IT ALL TOGETHER

People are increasingly choosing local businesses as their preferred places to shop or visit. We want to help you or your clients acquire new visitors and customers and bring back existing customers.

With GEOpack, you have all the tools to help you create direct mail campaigns that meet that goal.

LET'S RECAP OUR TOP NINE STEPS FOR CREATING SUCCESSFUL DIRECT MAIL:

- 1. Goal:** *Define your goals to get new business, increase sales, or bring back existing customers.*
- 2. Strategy:** *As a print or marketing service provider, do you offer direct mail services, or as a business, do you use direct mail campaigns to generate new sales? If not, now is an excellent time to start.*
- 3. Target:** *Who do you want to target? Where are they located?*
- 4. Message:** *Adding geomarketing means you can better target your customers and create a more personalized campaign.*
- 5. Offer:** *What is the most compelling offer you can make to your target? How much can your business afford – and what can you hope to get back?*
- 6. Format:** *What design will you use? Will it be a postcard? How can you make the postcard more engaging?*
- 7. Design:** *Create a look that attracts the attention of your target audience. Be sure to include as much personalization as you can.*
- 8. Results:** *Be sure to track and report the results of the campaign and to use what you have learned in your next campaign.*

**Get the locr GEOpack templates and designs to get started.
Just contact info@locr.com to get the free templates!**

CONTACT US

Find inspiration for your next direct mail campaign! We have sample designs and templates you can use to create your next direct mail. We're also available to talk to you about how to add location value to make your campaign a success.

CONTACT US

North America:

New York

+1-516-449-5154

us@locr.com

Headquarters:

Bültenweg 73, 38106 Braunschweig, Germany

+49(0)531-48269320

info@locr.com

Follow us:

www.facebook.de/locr.services

www.twitter.com/locrmaps

www.linkedin.com/company/locr-maps

