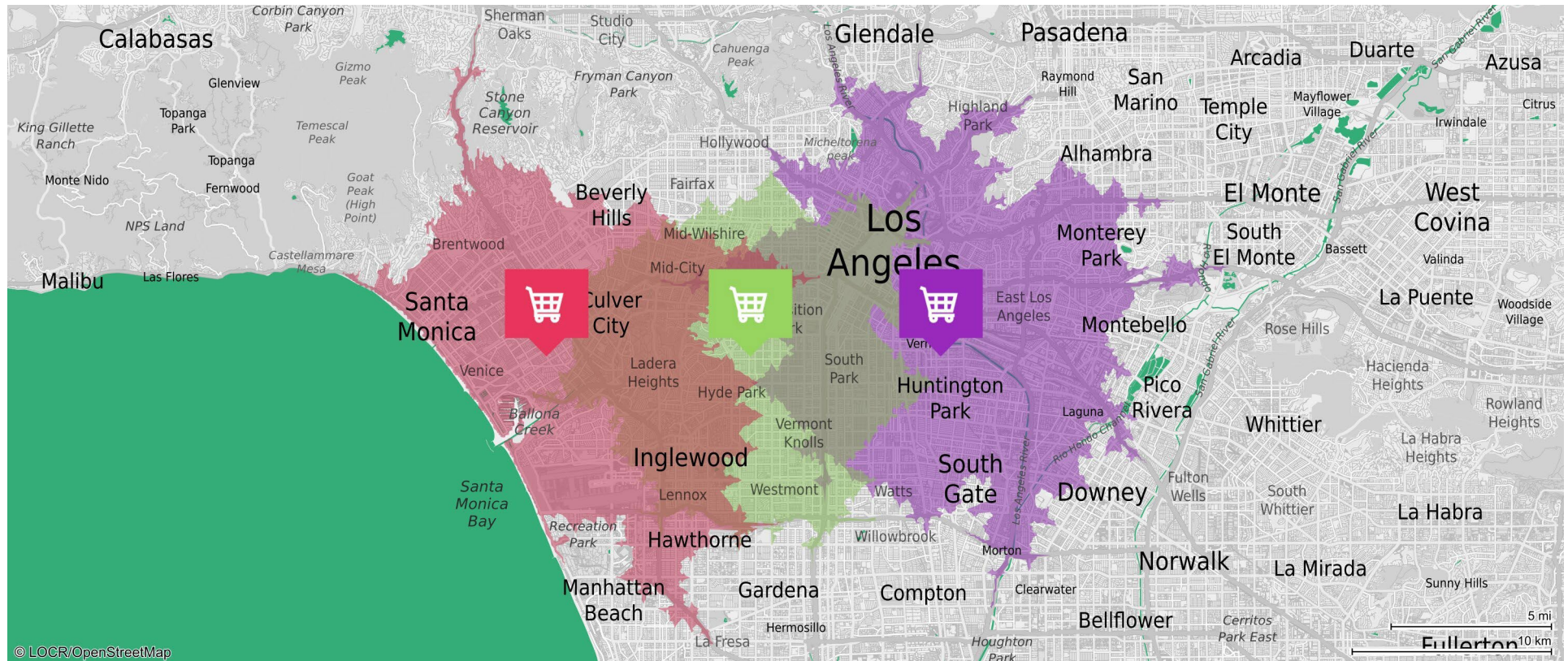




GEOMARKETING IN PRACTICE:

RETAIL

INTRODUCTION



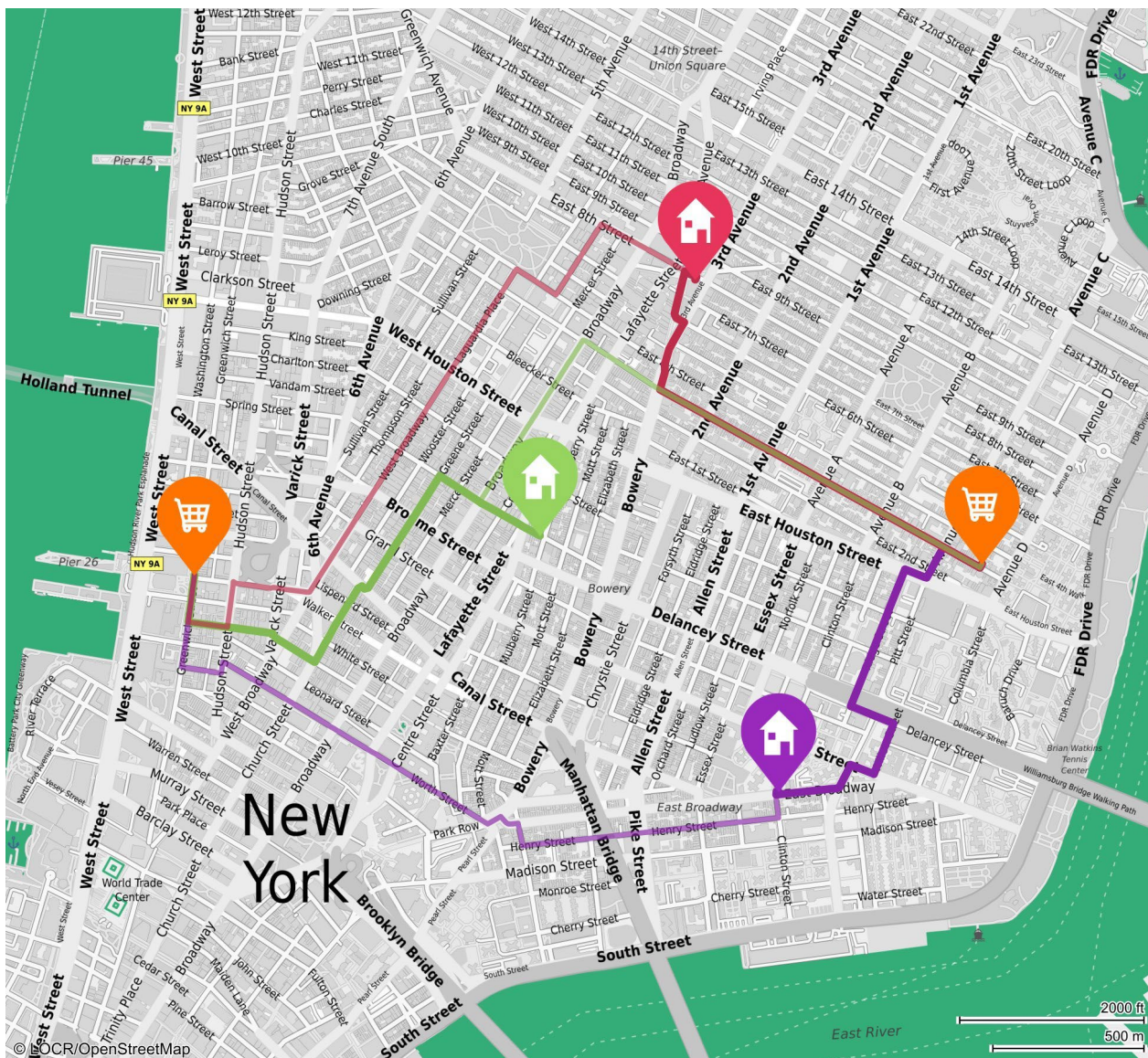
The retail market underwent major shifts during the last years. Lockdowns and restrictions made people stay at home, while e-commerce and digital platforms expanded massively.

The economic situation remains uncertain, and the ongoing inflation affects both

companies and customers. When it comes to buying decisions, sustainability is still an important factor. The environmental and ethical impact of products play a big role for many consumers, and it is critical for businesses to be transparent and communicate their values.

By paying close attention to the ongoing developments, you can use these changes to advantage and act accordingly. There have never been more creative, affordable cross media marketing options for a cost efficient, successful customer approach. Challenges always bring new opportunities!

CHALLENGES



After the previous years, customers are finally back in the stores and the situation is slowly becoming similar to before. It still stays critical for retail stores to stay attractive and in contact with consumers. Although e-commerce revenues slightly declined after the pandemic, apps and online shopping are still around and commonly used.¹

The ongoing inflation is widely noticeable and affecting everyone: Rising energy, production, postage and material costs come with declining retail sales, as people are spending less.

The Munich-based ifo Institute for Economic Research published another interesting observation: As many Germans continue to work from home, retail sales in suburban and residential areas have increased up to 30%, while in the bigger city centers the opposite is the case.²

The buying behavior and preferences of many customers have changed: it is time to explore new solutions and make new plans!

SHOP LOCAL

When it comes to retail marketing, it is critical to highlight the advantages you won't experience when shopping online. It starts with the most basic things: being able to look at and hold physical products, to touch them and try them out. It sounds simple, but is the biggest motivation to visit a store for many customers.⁴

Special and unique products you cannot find everywhere also play a big role nowadays. Consumers often prefer these over mass-produced items as they are something special and more valuable. There are many options for personalization as well: packaging, advertisements or even the actual product. That instantly creates an emotional connection with the customer and easily makes every single item unique.

As mentioned before, sustainability, ethical production and transparent supply chains are still highly relevant to customers as well. Locally manufactured products with regional ingredients or innovative materials support these values, and lead to more special products as well.

The retail website it4retailers.de says:



OMNICHANNEL SOLUTIONS

Probably the most important criterion for consumers, however, is rapid availability of products. The **HDE** reports in a study:

The options for cross media communications are constantly growing, and it is no secret that a customer approach on different channels is the best solution. You will reach recipients with different preferences, and profit from the benefits of various media channels yourself. That leads to the most easy, quick and efficient communication of your message.

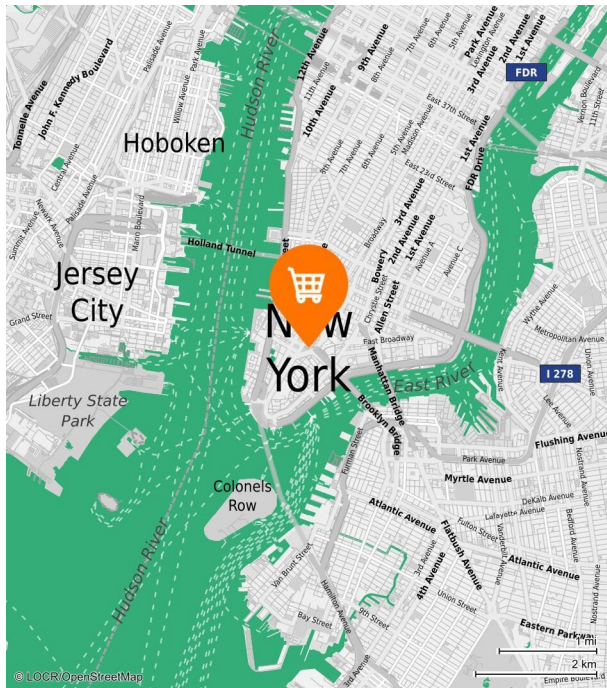
Websites, social media accounts or apps can go hand in hand with printed products – effortlessly and immediately. During the pandemic, many marketers rediscovered physical direct mail as a powerful tool. It provides a break from the screen and overflowing email inbox: direct mail is proven to generate interest and is a highly effective marketing tool. The Austrian “Dialog Marketing Report” showed that 90% of direct mail recipients actually read it, and many of them kept it in the home for several days.⁶



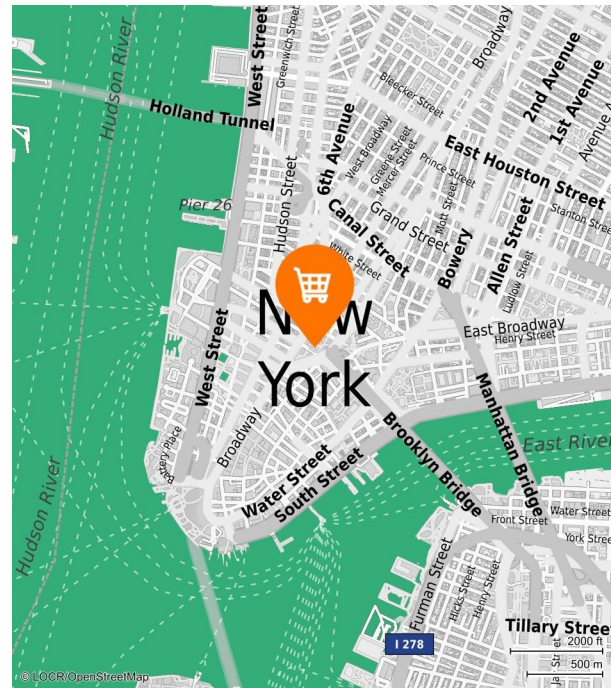
During the lockdowns, when no store visits were possible, concepts like click & collect became popular. They are a great combination of online and in person services: products can conveniently be

ordered from home and quickly picked up in the store. This makes a wide variety of items accessible and adds the personal experience on site.

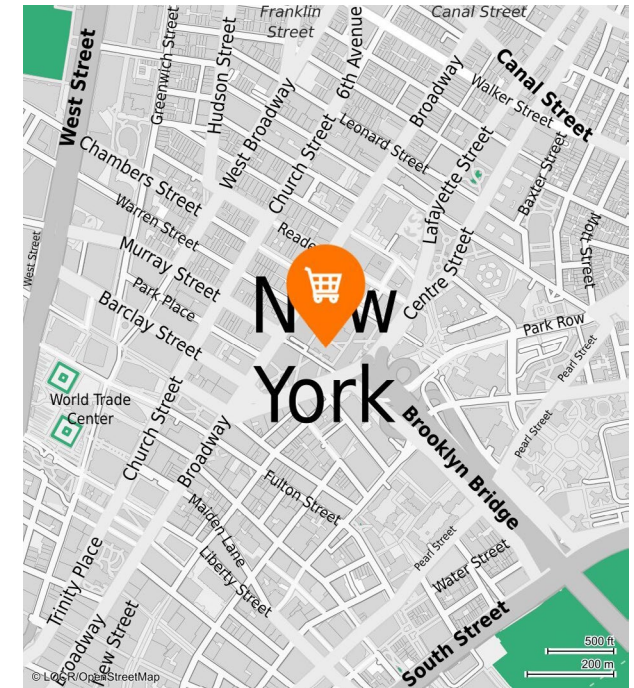
BUYING EXPERIENCE



As said before, the option to have a look at the physical products in retail stores is highly important, and there are many more options to enhance the buying experience. That motivates even more people to come and actually buy something, generates positive emotions and long-term brand loyalty.



There are various possibilities to add more interest and value. A classic occasion would be a new store opening, other ones are holidays, special deals or seasonal offers. Direct mail is perfect for that: you can personally invite prospects and add a discount or offer a demonstration at the store. Personalized voucher or QR codes also come with the option to track results and bring more valuable data for future marketing activities.



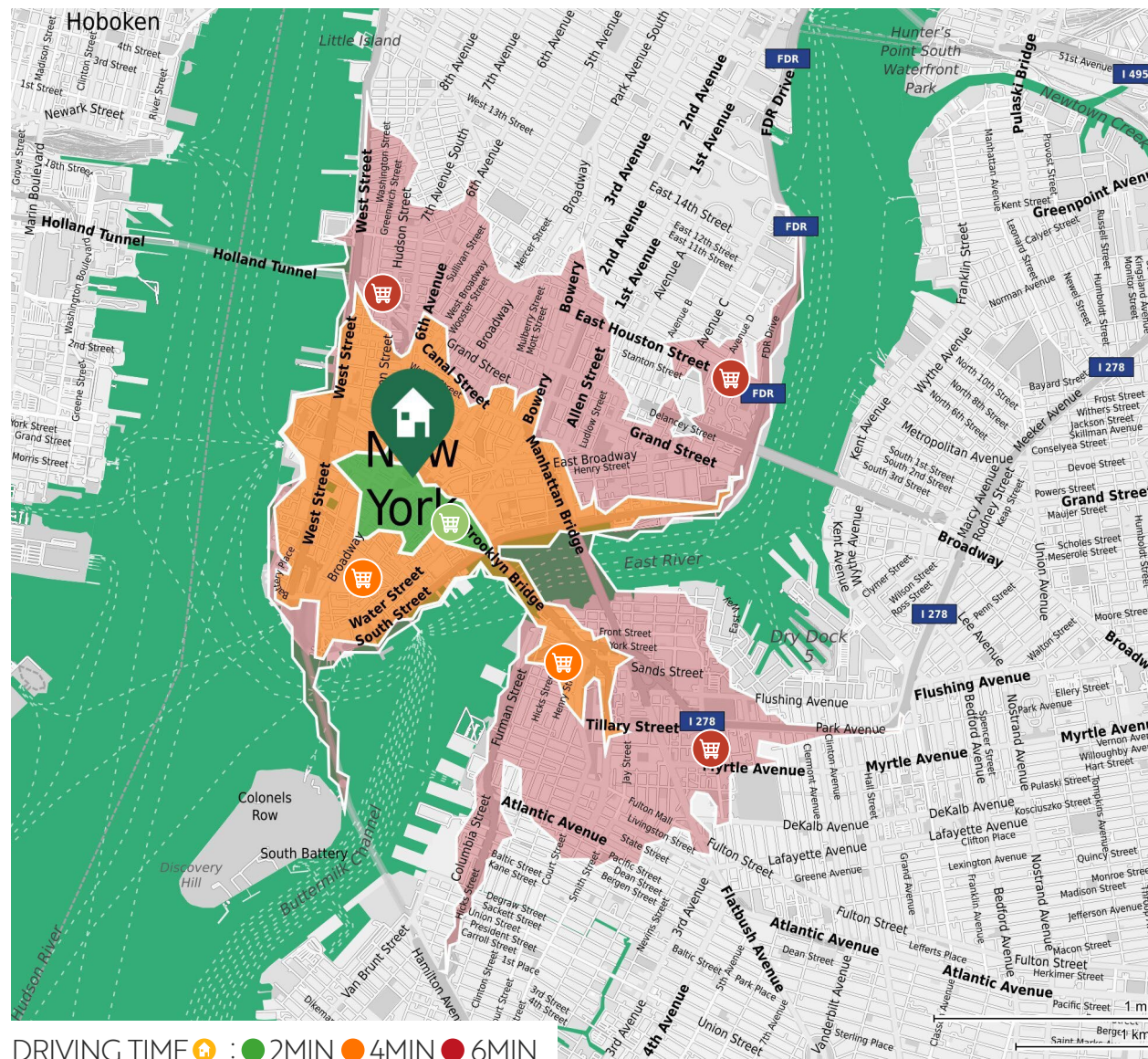
When thinking of the experience at the store, also consider the location itself: What is special about your company's location? Are there partner stores nearby, members of the same loyalty program or other cooperations? Location data is incredibly valuable in many ways, both for your business and your customers.

GETTING PERSONAL

Another fundamental, not to be underestimated part of the on-site buying experience are the interactions with real people. There is plenty of information on products that can be researched online, but that is not comparable at all. Being welcomed at the store and getting personal advice from employees instantly builds a strong connection, and has a major impact on buying decisions.

It has such a positive impact, that many customers are willing to pay a higher price for a personal consultation.⁷ This could also be offered by phone or via different online channels: there are many options to explore.

Personalized and informative marketing messages point that out right from the start and highlight this major advantage of retail stores. It will add to the personal experience and create an even more successful customer approach.



GEOMARKETING FOR SUCCESS

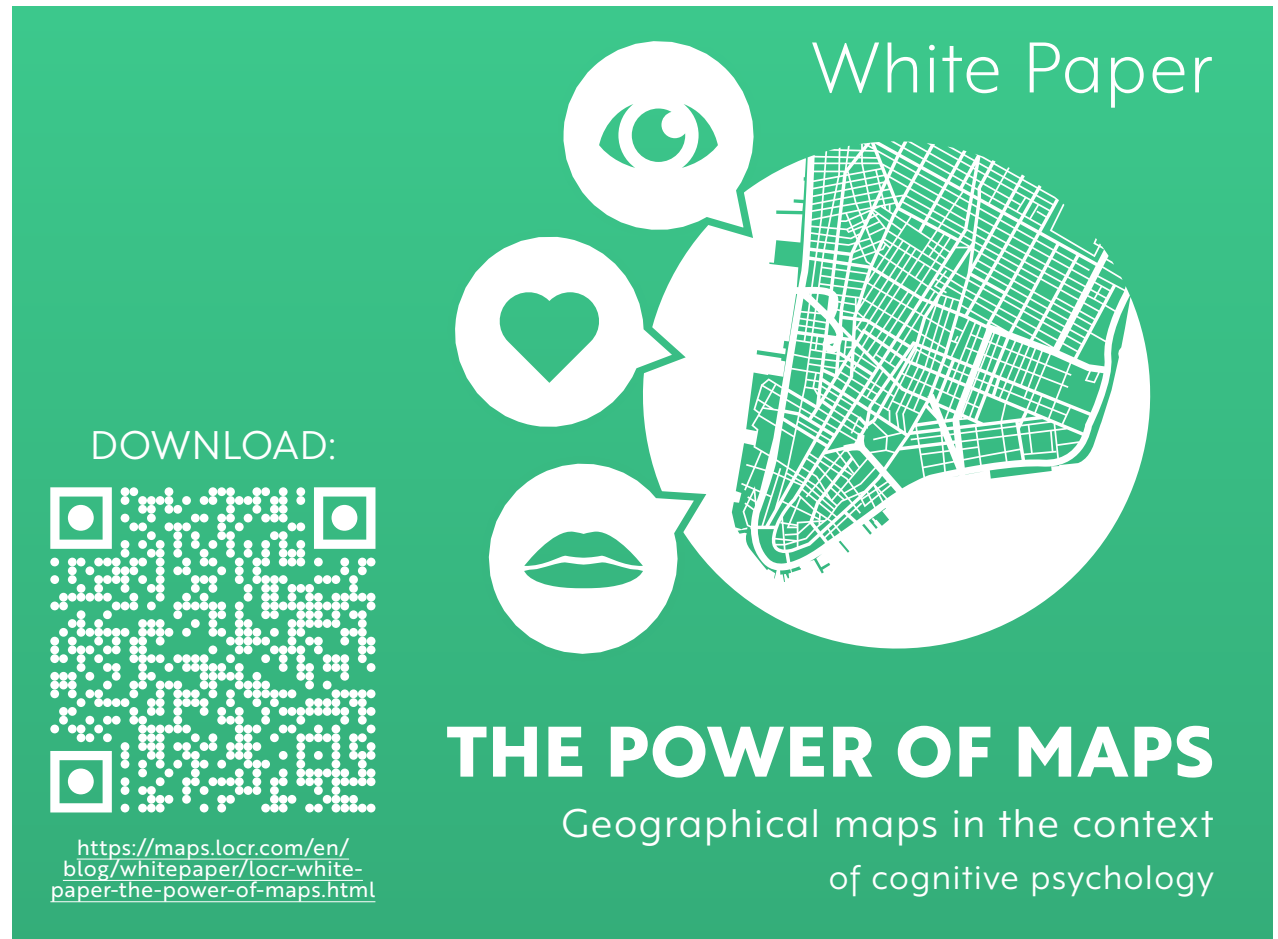
We have addressed it before: location makes all the difference, and no one knows this better than retail. Stationary retail stores depend on their customers being aware of their location, finding the way and paying them a visit.

The most obvious answer on how to show customers where you are: Give them a map. Personalized maps easily show where to find your company: they can highlight individual locations or visualize the quickest route to the nearest store. That is highly convenient and adds interesting personalization elements to your marketing message. The recipients instantly see where to go and how accessible your offered services are, which is proven to boost response rates and encourage them to actually show up.

Besides showing us the way, geographical maps have many more benefits. We understand them intuitively from a very young age, they bring back memories and evoke positive emotions. Information we get from a map will remain in our memory

for a long time and is guaranteed not to be overlooked: That is why maps are the perfect marketing tool.

You can find more detailed information on that in our White Paper "**The Power of Maps**".



White Paper

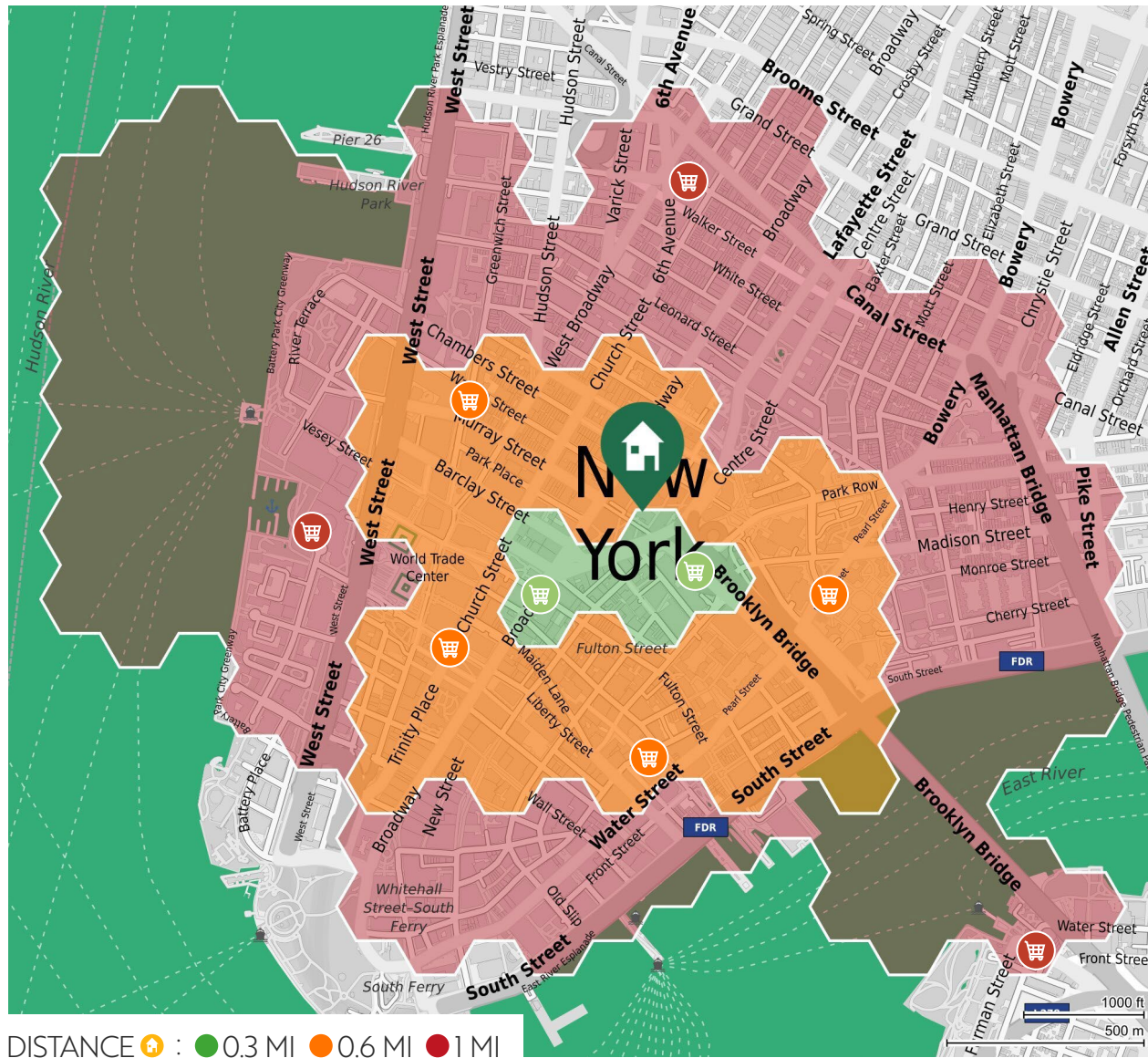
DOWNLOAD:

<https://maps.locr.com/en/blog/whitepaper/locr-white-paper-the-power-of-maps.html>

THE POWER OF MAPS

Geographical maps in the context of cognitive psychology

STAY CONNECTED



Personalized direct mail and printed invitations are popular tools to approach new prospects in particular, and generate awareness of your location and offers. But it is also highly efficient for existing customers who already know your company. A personalized approach with physical direct mail is something special and proven to motivate people to visit your store, both for the first time or again. Just like maps, direct mail has numerous hidden benefits for existing and new customers alike: it adds to the physical experience offered at the store and instantly makes an emotional connection. It activates our sense of touch and can be brought inside the home.

Occasions like birthdays, personalized offers or restocks are some other ideas to approach customers again after a certain period of time. Loyalty programs that allow consumers to collect beneficial bonus points can also be displayed on direct mail and make it even more likely to be saved for later and brought to your store.

LOCR CASE STUDY: DE BRADELEI STORES

LOCR CASE STUDY

DE BRADELEI
STORES



LOCR CASE STUDY: DE BRADELEI STORES

OBJECTIVES

De Bradelei Stores in the UK used various marketing strategies to get customers to visit their stores. The retailer offered fashion from leading brands at discounted prices. They wanted to increase foot traffic and boost sales by targeting lapsed customers from their extensive database.

STRATEGY

They engaged **Eight Days a Week Print Solutions (EDWPS)** to design and manage a direct marketing campaign using personalized maps to show recipients the location of their nearest store and the route to drive there.

In order to test the effectiveness of geomarketing for retail traffic generation **EDWPS** ran the campaign as a controlled A/B test with and without the geomarketing components. **De Bradelei** selected 10,000 lapsed customers from their database.

The audience was incentivized with an identical offer package including a prize draw, a discount on selected brands, and a free cup of tea or coffee in-store.

For the A/B test, 5,000 recipients were randomly allocated a mailer design with personalized maps and 5,000 received one without any geomarketing content.

The mailer was a large postcard with a unique recipient reference number which had to be presented in-store.

LOCR CASE STUDY: DE BRADELEI STORES

RESULTS

The response rate of recipients with the personalized maps mailer was **63% higher** than those without the geomarketing content.

Sales increased by over **14%** for the same period in the previous year.



ROUNDUP

This campaign achieved its objectives for **De Bradelei** and **EDWPS**, because it was carefully planned and had a straightforward purpose. The A/B test offered conclusive proof that geomarketing techniques are highly effective in driving traffic to retail locations.

The results showed that the campaign with geomarketing elements received much higher response rates than the campaign without elements.

DOWNLOAD

Download the full locr Case Study
De Bradelei Stores



<https://maps.locr.com/en/blog/case-study/locr-case-study-de-bradelei.html>

CONTACT

locr is a leading provider of geo-based services that enable marketers to use locations to their advantage. locr leverages data from leading geospatial data providers and converts it into geo-information services and individualized maps that marketers use to optimize their address lists, create more awareness and generate higher response rates.

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SOURCES

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³ <https://it4retailers.de/business/so-begegnet-der-deutsche-einzelhandel-aktuellen-herausforderungen/>

⁴ <https://de.statista.com/statistik/daten/studie/1247784/umfrage/stationaerer-handel-motivationsfaktoren/>

⁵ https://einzelhandel.de/images/presse/Studie_Trends_Handel_2025.pdf

⁶ <https://at.twosides.info/wp-content/uploads/sites/7/2020/10/Dialog-Marketing-Report-2020-1.pdf>

⁷ <https://retail.at/2021/06/15/virtuelle-beratung-als-neues-verkaufskonzept-fuer-den-einzelhandel/>