

PROXIMITY & DIGITAL MARKETING

'Marketing tools that bring traffic & revenue to your business'

What is 'Proximity Marketing'?

Succinctly put, it's being able to market to your target and interested market when they are in your proximity or near your business.

How do you 'do' proximity marketing?

By giving customers a reason to allow you to take up 'real estate' on their smart device or mobile phone.

Make it worth their while, make the offer or experience beneficial for them and they will reward you with their custom and their loyalty. Time and time again.

So how can proximity market tools help your business lower costs on traditional paper coupons whilst bringing in increased foot traffic – especially during those times when trade is slow?

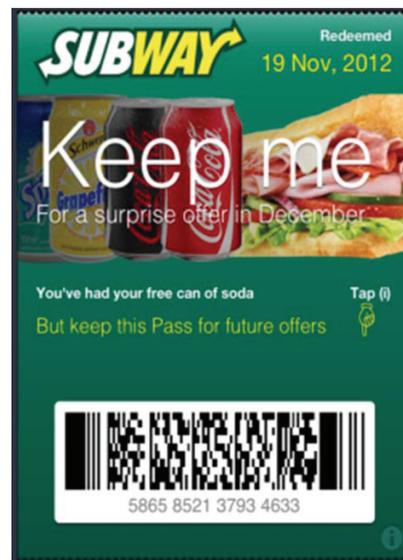
Let's take a Subway franchise owner as an example.

He was frustrated with the increasing printing costs and wanted to convert poor performing paper coupon campaigns into high performing coupon campaigns. He also wanted to find a solution to drive more traffic to his three outlets, traffic that he could ideally control.

It was suggested for him to drive traffic using a digital coupon campaign whilst using offer strategies to drive traffic to his three different locations.

The proximity marketing platform he used needed to integrate with his POS so that he could track redemption and client behaviour. At the same time, he wanted to develop a new distribution/engagement customer channel that enabled him to connect with his customer base whenever they were near any of his outlets and one that gave him a better return on his investment.

Bespoke coupon passes were designed and unique passes issued upon scanning of a QR code or clicking on an email link.



The franchise owner created a PR buzz and interest by promoting his digital coupons via email, SMS, in store posters with QR codes, social media and newspapers.

To redeem and benefit from the offer all the customers had to do was simply show the digital coupon on their smartphone to staff at the till and they scanned the barcode to void the coupon.

The great benefit for the franchise owner is that even when the coupon pass has been used, the coupon pass updates to tell them to look forward to next month's coupon. As the passes are perpetual, new offers are pushed to update all installed coupon passes.

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This also allowed him to choose a different campaign or coupon per outlet so that he could track what offers worked best.

The Subway franchise owner issued over 25,000 coupon passes with over a 10% redemption. Better yet, he was able to increase and drive traffic during slow trade periods.

The whole proximity marketing plan generated highly positive PR and his customers wanted more and enjoyed the simplicity to stay connected, engaged and get value.

The franchise owner was highly satisfied as he reduced his printing costs and now has a cost effective marketing tool in place that allows him to reach out to customers that can respond to his offers immediately or in a timely fashion.

Another business also wanted to reduce their print costs but they wanted to find different alternatives to increase their Facebook Likes.

They were paying \$1500 each time that they ran a paper coupon campaign and with the opening of a new outlet, were determined to find ways to reduce this cost whilst increasing the level of foot traffic to their new and existing outlet.

A coupon pass was designed which with links to it delivered to their existing database via SMS, email and some Facebook advertising. The hook was inviting consumers to like their Facebook page and in return, they received an offer.

The consumer received their coupon pass via a custom landing page after Liking their Facebook Page.

Consumers visited the new store to redeem their offer and the staff scans the code on the smart device using Manatee app on a mobile device. The coupon barcode is then greyed out so it can't be used again.

The existing coupon is updated to follow monthly promotions. Return customers are targeted with special offers and benefits to join their Loyalty Program.

The first campaign run resulted in a 48% redemption which increased to 65% on their second campaign. They also enjoyed an additional 491 Likes on their Facebook page.

Interestingly, running the digital campaign cost 75% less than the same print campaign yet brought this business 34 times more traffic than the print equivalent.

Embracing proximity and digital marketing can bring significant benefits and rewards for businesses, their stakeholders and most importantly their client base.

An engaged and loyal customer will reward your business financially especially if you make it easy for them to do so. Proximity marketing allows your business to give your client base an outstanding and memorable user experience.

The added benefit to you as a business owner is that it gives you an opportunity to lower your marketing costs, simplify and automate the marketing process but also gives you greater control over what happens when, which for most SMEs, is critical. You want lots of business but not if you can't cope with it at the time.



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