

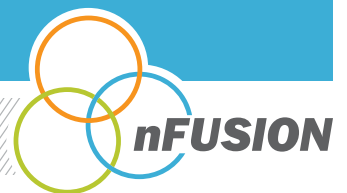


10 ways

to Increase Local Market Traffic,
Strengthen Loyalty and Enhance
Customer Advocacy

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www.nfusion.com



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There's growing evidence to suggest this is the year for local digital marketing to explode. While broadcast media and free standing inserts have traditionally dominated local marketing, new digital marketing approaches now give you the ability to target local markets with extreme precision. You can cost-effectively engage customers and drive traffic to local operations by actively leveraging mobile, digital display, social and search media.

The challenge, however, lies in sorting through this proliferating array of options to identify the ones that will deliver the greatest returns. And once you've prioritized your greatest leverage points, you are still challenged to execute your local marketing program in a dynamic and effective way. By drawing on some of the leading practices now emerging in today's markets, you'll be able to navigate these challenges — producing new levels of growth and customer engagement at the local level.

NEW DYNAMICS TRANSFORM THE LOCAL LANDSCAPE

Local market success revolves around driving more traffic and more high-value customers to local franchises, distributors, stores and retail outlets, and getting them to come back time and time again. Whereas brands have typically relied on television, radio and newspapers to produce more local traffic in the past, they are now exploring an array of new options made possible by the digital revolution.

One of the most important trends in marketing right now is the ongoing shift in spending from traditional media to digital media. Marketers recognize they can enhance returns by investing in media that engage buyers in more precise, personal and measurable ways. Search media — both organic and paid — enables marketers to capitalize on this opportunity via Google, Yahoo and Bing. And, as consumers increasingly utilize search for local information, the ability to identify and connect with people actively looking for your local retail presence will further increase.

Meanwhile, digital display media offers opportunities to reach prospects in local markets in flexible and dynamic ways. With the rapid growth of sophisticated targeting capabilities, online digital display technologies now permit extreme targeting online to match changing local market needs and promotional opportunities. They enable you to reach geographically defined micro-segments cost-effectively with increasing precision.

More recently, social media has emerged — creating online spaces where participants can make recommendations that influence the buying decisions of others. With the success of platforms such as Facebook, Twitter, Yelp and Groupon, it's clear that individual consumers are now relying on extended social circles and emerging communities to provide guidance on brand and purchase decisions. Such dynamics are critical to local marketing because they are often geographically oriented in their influence and impact.

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And, finally, the emergence of the smartphone and other mobile devices is altering the local marketing landscape. With their devices always at their sides, consumers can draw on loads of apps and services to support their decisions. They can easily tap into their social networks for advice on the go. And, as location-based services such as Foursquare, Gowalla and Scvngr become increasingly prevalent, they can meet friends and other like-minded individuals on-site while making themselves available for special offers, discounts and rewards.

BRAND MARKETERS CONFRONT NEW QUESTIONS

With the rapid and remarkable changes in today's local marketing arena, today's brand marketers are confronted with an onslaught of new media options. Indeed, it's easy to get lost in the barrage of new tactics and technologies now emerging on the scene.

As converging mobile, display, social and search media expand your marketing investment options, you may find yourself facing a whole new series of questions concerning strategy, segmentation, targeting, messaging, organization, execution, accountability and, of course, resource allocation.

The objective should be about organizing for optimal outcomes. It should be about connecting the dots and bringing this whole spectrum of media to bear on specific challenges. With today's media evolving at such a rapid rate, it's now vital to formulate a strategy that is flexible and dynamic enough to account for such change.

Brand marketers need a proactive and pragmatic framework for sorting through their local marketing options and opportunities. They need a strategy that recognizes the overlap and interconnections associated with today's digital marketing media. But they also need an actionable plan — based on leading practices and demonstrable results — to ensure they can consistently produce more local traffic and transactions. They need to engage their customers — and prospective customers — in ways that create more loyalty, advocacy and profitable growth.

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10 ways

TO STIMULATE LOCAL TRAFFIC

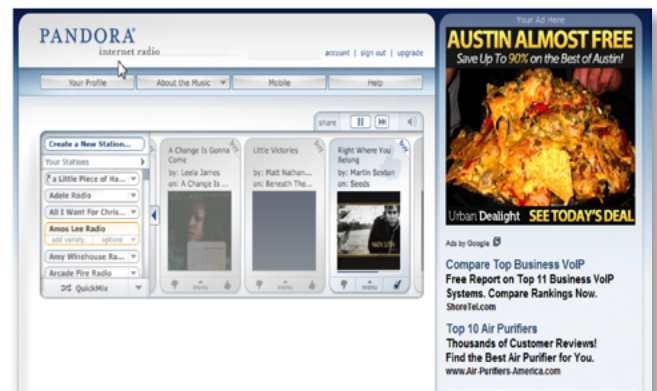
Just consider some of the most notable leverage points now available to you as a means of stimulating local traffic and transactions. While this 10-item list is hardly exhaustive, it defines some of the top new options related to local marketing, discusses their value propositions and provides some direction on how they can be applied.

1

Locally Targeted Display Advertising.

The technology behind online display ads – which are most often presented on the Web as static, animated or rich media banners – enables you to target your prospective customer based on geographic location. Targeting can be tailored to the designated marketing area (DMA), county or ZIP Code level and can be layered on top of contextual and behavioral targeting, so you can focus your media and your message on your target customer.

While display ads have often been widely used for branding purposes, in a local context they can actively drive retail direct response. You can enhance conversions with banners offering coupons, promotional offers, content registrations and other enticements. With the ability to target traffic within a five or 10 mile radius, you can promote specific stores, particularly during grand openings or special sales. And, as online display targeting abilities become more sophisticated, you can hyper-target prospects based on added attributes or demographic factors to further enhance the effectiveness, efficiency and relevance of your geo-focused campaign.

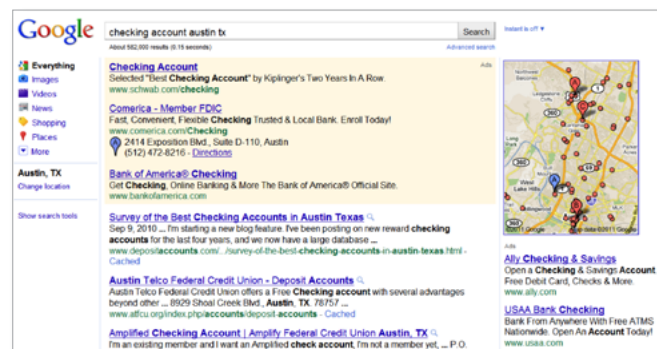


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Local Paid Search.

You can also drive local traffic through paid search campaigns. For instance, local address information can be displayed as part of the ad, drawing on IP or other geographical information in the search query. Or you could generate a regular search ad that would be visible only to people searching within a geo-targeted area or radius. Search ads also can be displayed on Google Maps when the settings are geo-targeted. In fact, you can now buy ads that are embedded in maps, enabling you to engage buyers and communicate in a deeply relevant fashion.

As consumers become savvier and more mobile searchers, they will expect to find information on local stores or retail sites in their searches. In fact, local searches are up 14% since 2009, suggesting that there's increasing momentum in this direction. You can execute a paid search campaign by linking AdWords with Google Places data to display location information. By coordinating keyword bidding strategies, you can also run local search campaigns in parallel with national campaigns without allowing one to cannibalize the other.



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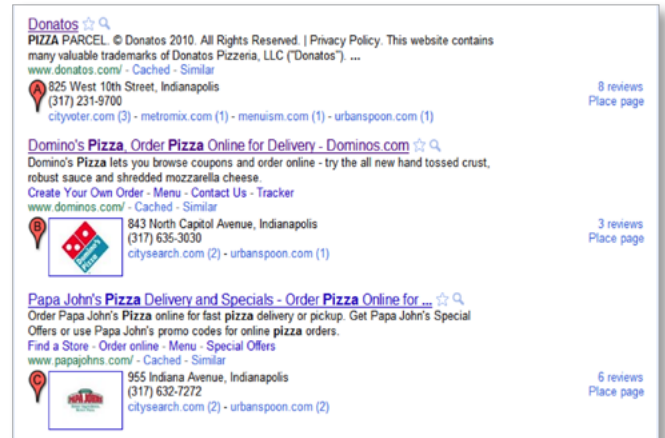
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Local Search Engine Optimization.

One of the most important things you can do as a marketer is make sure your business can be found when someone is searching for it. Through local search engine optimization (SEO), you can ensure that your website and content are visible, accurate and show up in searches that matter most to your business. Local map listings, such as Google Places and Bing Business Listings, need to be optimized for maximum benefit and visibility. When executed well, local SEO and map listing optimization can and should be your most cost-effective local traffic driver, maximizing the visibility and relevance of your content.

Considering that 20% of all Google searches are related to location, organic search represents an important means of providing local store information – including location and special offers. However, you'll have to engage in various SEO techniques to ensure maximum visibility in relevant categories. You can take advantage of this approach by:

- Submitting location business listings to Google, Bing and Yahoo
- Increasing location citations by submitting listings to local business directories such as Yellow Pages, Yelp, CitySearch and more
- Optimizing listings using targeted keywords, proper categories and other best practices
- Creating metro and location pages on the national website
- Encouraging reviews through social, email, blogs and other channels
- Building links from geographically related websites to location pages



4

Facebook Pages and Places Integration.

Facebook is a powerful phenomenon and, over time, it will offer increasing opportunities to engage in local marketing. Facebook Page and Places integration is certainly one emerging opportunity. Here's how it works: Once a business has completed the verification process to claim its Facebook Place, it can merge its Place and the overall brand Page. The result is a page where updates can be posted along with photos and links. Core Page content, custom tabs and fans will be retained when the two are merged.

The newly merged page can be updated with a richer design that includes Place information such as maps and “check-ins” – the ability for local customers to report their presence. This brings together the expansive reach of a brand with the custom content of a local entity. However, not all Pages and Places can be merged at this time. While Facebook is currently developing this capability to make it more robust, you are probably best served by simply monitoring this opportunity at this time. You'll then be prepared when the requisite capabilities are in place to merge Page and Place – your national (or global) presence with your local locations.

5

Check-In Promotions with Key Sites.

Check-ins enable customers to declare their presence in a particular location in order to gain recognition, communicate with friends, accept offers or receive coupons and rewards. When customers check in, they are communicating to their friends that they identify with this place, providing advocacy and stimulating word of mouth. While Foursquare pioneered the idea of rewards and specials associated with check-ins, such offerings are now provided by an array of companies including Gowalla, Scvgnr, Yelp and Facebook. Companies can actively reward individuals who check in repeatedly, encouraging their loyalty to and advocacy of the brand.

This approach represents a powerful way to engage your customers at the local level. By incentivizing them to visit a local store or site through various rewards and forms of acknowledgement, you deepen their commitment to your brand and encourage them to recommend it to their friends. They can even encourage friends to join them at a local restaurant or take advantage of an attractive sale. You may also reach prospective customers within a certain “geo-fenced” area — walking or driving distance — to increase local traffic. By setting up your locations on major platforms and creating relevant promotions, you can identify, recognize and incentivize your most loyal customers to share their passion for your brand.

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Digital Promotions via Coupons, Groupon and Others.

Digital couponing is proving to be a compelling vehicle for driving traffic to local sites and retail locations. In 2010 digital coupon usage grew by 60%, according to the Kanter Group. With digital coupons you can enable customers to simply load their mobile phones or devices with the coupons and present them at a local establishment.

Through services such as Groupon, LivingSocial and, soon, Google, you can launch campaigns to attract buyers — a powerful alternative to free-standing inserts. Some digital coupon services encourage people actively to share offers and recruit others to participate in deals. By leveraging the collective buying power of a local community, these services offer the marketer a high volume of business while giving the customer a substantial discount (up to 90% off retail price).

Digital coupons provide a means of offering highly targeted offers with an expectation of high redemption rates. You can accelerate the production and presentation of offers. You can make your offers more shareable. And you can reduce costs that previously would have been associated with printing and distribution. Given the speed, convenience and cost of new offers, you can maximize your return on marketing investment.

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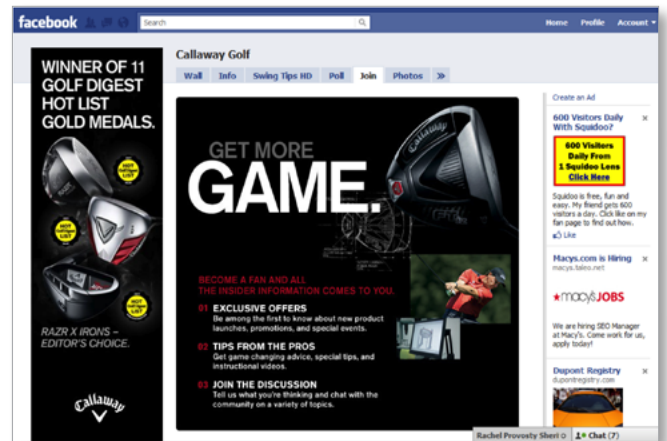
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Loyalty Program Activation via Facebook.

Historically, the barriers to building a loyalty program were exceedingly steep. You had to build out business infrastructure like loyalty cards, membership programs, points and rewards systems, marketing collateral and specific Web assets. With Facebook, marketers have the opportunity to build a loyalty program with greater speed and less administrative cost than ever before. By actively rewarding customers who have invested in your brand with discounts, unique offers or partnership offers, you deepen their loyalty and increase their profitability.

While other platforms for loyalty building remain valid and important, Facebook represents a particularly powerful platform. Activating your loyalty program via Facebook is like giving a megaphone to your most loyal customers. They share their experiences with your brand with their friends both directly and indirectly via their newsfeeds. Indeed, the average person has over 130 friends on Facebook; the most influential individuals tend to reach far more. By building loyalty in this context, you are likely to encourage your most enthusiastic customers to share their passion about your brand, which is then broadcast to their friends via the Facebook newsfeed. You can tap into this dynamic by creating a “fan gate” (which invites individuals to become “fans”) and placing unique offers and content on your Facebook page only available to this highly engaged group. You can even create tiers of loyalty (gold, silver, bronze, etc.) to acknowledge your customers’ levels of engagement and participation.



8

Advocacy Building via Social Media.

The power of social media lies in its ability to amplify a message. While word of mouth has always been an extremely powerful force in marketing, social media makes influencers more influential than ever. To leverage this phenomenon and drive local traffic, brand marketers must recognize and reward their advocates (“raving fans”) while creating incentives to cultivate still more of them. Every time these influentials voice their opinions they attract new customers to the brand — and the local site.

Due to the trustworthy nature of referrals, social media — which makes these word-of-mouth recommendations more pervasive than ever — is playing an increasingly important role in consumer decisions. Due to information overload, expansive choice and paralyzing complexity, consumers are increasingly relying on review sites, forums, blogs and their social and business connections to provide advice on all manner of products and services. To benefit from this phenomenon you’ll need to incorporate advocacy programs into your overall marketing initiatives. Whether this involves efforts to encourage product reviews among your advocates, tailoring your Facebook activity to encourage dialog and comments, or developing a blogger outreach program, the key is to identify which activities will motivate your most engaged customers to speak on your behalf.

9

Your Website Location Finder.

The location finder on your website is one of the most important means by which customers can find your local store or physical location. And yet most companies tend to treat this vital marketing vehicle as a mere afterthought. It tends to be based on aging technology that is undermined by its simplistic, stand-alone features. By upgrading the location finder to make it locally focused, location-aware, mobile-friendly, SEO-optimized and highly measurable, you can create more compelling experiences and reasons for your customers to visit your local presence.

The bottom line is that location finders convert online traffic to local foot traffic. An upgrade also enhances search engine optimization and paid media performance as you generate new local content that is perceived as relevant by search engines and the individuals who rely on them. It also enhances the usability and usefulness of your site – making it easier to take action. In fact, you can double campaign performance by coupling a robust location finder experience with your local paid media campaign. Clearly this is a killer app (and a critical one) for driving local traffic.

Consider the performance of one client – a multi-billion-dollar regional bank – in one 10-week campaign. From the paid search perspective, the local campaign driving traffic to local pages has shown higher performance than the “national” pages. The click-through rate is 134% higher and cost per click is 79% lower than general searches on bank account terms, probably because of the tight link between keyword, ad and landing page content. Visitors to the local pages also appear to be more engaged with a 22% increase in page views and a 37% increase for time on the site.

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Local Marketing Activation Kit.

Successful marketing at the local level also depends on determining the best ways to deploy and support your strategies. You’ll need to provide resources that appropriately advise, train and engage your people in the opportunities associated with digitally driven, local marketing. By bundling together an appropriate collection of materials and tools that provide reliable guidance, you can ensure they are prepared to execute your local marketing plans. The kit may incorporate social media training on critical platforms, relevant guidelines to ensure brand consistency, and participating expectations to ensure all parties understand their roles in these campaigns.

Given the complex yet critical role that new digital media will play in local marketing going forward, you can maximize your performance and mitigate reputational risk by ensuring your people are fully aligned. By appropriately advising and training them, you help to ensure they execute local marketing plans with greater skill, diligence and consistency. A key success criteria here is to develop the kit in a way that acknowledges the fact that local franchisees or managers already have full-time jobs and that their primary focus must remain on managing the local business. You’re also challenged to ensure consistent strategy, messaging and campaign integration so that the national brand and local entities are fully unified in terms of approach.

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ACTIONABLE ADVICE: KEY SUCCESS STEPS FOR LOCAL MARKET ENGAGEMENT

Smart marketers understand that they'll need a rigorous approach in place to seize the local marketing opportunities associated with today's digital media. Here are some of the key steps to ensure you fully capitalize on these media in order to trigger local traffic and engage local markets.

1 Evaluate

Your first step is to survey and assess your current marketing programs to determine how you are presently addressing the challenge of driving local market traffic. You'll want to know where you stand with respect to the top 10 leverage points discussed here and whether you're currently taking advantage of the new options available to you. How are you presently organizing, budgeting and executing in relation to such media? What hurdles are you facing? What gains have you already made? By evaluating the current state relative to the future state you intend to reach, you'll be laying the foundations for action and clarifying the path you intend to travel next.

2 Sequence

Your next step is to rank and order your top 10 leverage points based on business priorities and ease of implementation. Just remember: While each element can be valuable on its own, the synergy associated with combining these elements produces maximum results. By applying the leverage points in a sequential, yet integrated fashion, you can produce optimal outcomes in local marketing. To produce these outcomes you'll need an actionable roadmap — a guide to implementation and integration — clarifying the pace and sequence in which the leverage points will be applied.

3 Execute

Successful execution revolves around rigorous management of your resources, processes and systems. Do you have the right expertise — internally and externally — to fully execute an integrated digital program? You'll need skilled professionals who've had experience with the digital media discussed here, understand key linkages and synergies, and can make informed judgments about the proper sequence in which to apply them. Do you have the processes and systems necessary to roll out your local marketing plans and reach your objectives? You'll need the robust infrastructure in place to develop, monitor and evolve your local marketing program.

4 Measure

To ensure your people are accountable and that your plan is on target, you'll need appropriate measurements. How are you going to monitor and measure your leverage points individually? How will you measure them as a greater whole? By establishing monthly and quarterly reviews, you can track your progress, identify optimization opportunities and make course corrections as necessary. You'll be able to measure performance of your programs and assess the return on your local marketing investments. This will help you direct your financial and human resources to the activities that deliver the greatest return.

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5 Evolve

Finally, you want to ensure that your organization is constantly adapting to changing circumstances and refining its approach for maximum results. You are challenged to stay on top of accelerating changes in the digital landscape — including advances in search, social and mobile media — to ensure you are engaging local markets as effectively as possible. By reviewing and refining your roadmap on a quarterly basis, you'll ensure that your marketing organization is continually evolving to address the changing dynamics of the marketplace.

Follow these success steps and you can expect significant payoffs. While other companies remained mired in the confusion that today's new media can perpetuate, you'll have an actionable roadmap — one that illuminates the path from your current state to the future state you wish to reach. You'll be turning measurable gains in local traffic into stronger loyalty, greater advocacy and superior financial results.

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ABOUT NFUSION

nFusion is a digital-centric marketing agency that is dedicated to unleashing the full power of our clients' digital potential. For the past decade: this Austin-based agency has developed award-winning, results-oriented digital marketing programs for the world's most respected companies including Anheuser-Busch/InBev, Chili's, Comerica Bank, Nortel, Nokia, Samsung, Toshiba and more. nFusion clients benefit from a completely integrated approach that treats digital not as another channel, but rather as a sweeping instrument of change. Learn how this thought-leading agency can help you unlock the possibilities in today's evolving marketplace by visiting www.nfusion.com or following us at facebook.com/nfusion and twitter.com/nfusion.

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