Using Geo-Targeting To Boost Your Sales

Five Tips You Can Implement Today

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To improve the performance and ROI of your marketing efforts, there's one strategic approach with proven results: geo-targeting. Leveraging geography, demographics, interests, and buying data, geo-targeting gives you valuable insights into your customer portfolio, enabling you to quickly and inexpensively attract new customers and retain existing ones.

Because marketers are creative and visual by nature, many don't want to deal with the scientific algorithms behind the scenes. Now they don't have to. Data visualization simplifies complex data to make it more actionable for CRM campaigns. It's a strategic approach that all marketers can easily leverage, either in house or with an outside technology solution.

Every consumer marketer should spend time understanding this capability as the payoff will be well worth it. Geo-targeting answers these key questions:

1 WHO should I contact?

Micro-level segmentation through geo-targeting identifies the best customers while eliminating unqualified prospects.

Rather than mailing to a sea of possible prospects, you can use geo-targeting to hone in on those individuals who are most likely to respond to your message and your offer. Segmentation starts with specific zip codes before moving into the micro-level, including magazine subscriptions, recent donations, and more. Accurate data has never been so easy to access – use it to fuel your marketing programs.

2 WHAT should I send?

Using a combination of web-based data analytics and satellite mapping, geo-targeting tells you the best way to approach your prospects.

With geo-targeting, you can more easily decide on the best balance of direct, email, and social media messages. This integrated approach ensures that your marketing messages and offers are top-of-mind. When each data segment is well-identified and results are being carefully tracked, you can strategize about how to move to the next level.

3 WHEN should I reach out?

Geo-targeting is very effective when marketers have on-the-ground knowledge.

Timely offers get results. Geo-targeting gives you valuable insights into what your customers are doing when, giving your marketing efforts the best chance for success. This data is actionable and has tremendous marketing and business value for your business. The first adopters of geo-technology were retail, consumer goods, franchise, automotive, and media companies. Today, many more industries are seeing results with geo-targeting.

4. WHERE are my new customers?

Geo-targeting, in tandem with data visualization, helps marketers identify their most lucrative markets.

When your business is ready to expand, geo-targeting offers a perfect solution. You can leverage its information to explore and test new markets, ensuring results in the short- and long-term. This approach is especially important for retail bank and franchise businesses. Looking at buyer demographics, you can plan a location-based marketing strategy with offers that are timely and targeted.
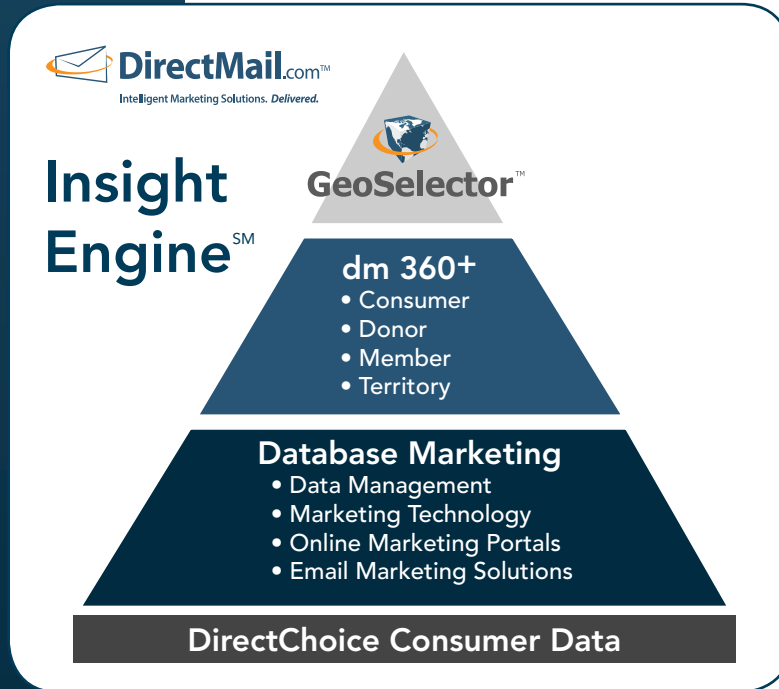
5. HOW can I make my offer appealing?

Geo-targeting, data visualization, and satellite views allow for greater insight into data relationships than traditional reports.

Geo-targeting takes the guesswork out of your marketing efforts. In some cases, you can even see where your prospects are and what they are doing. The days of sending offers based on zip codes are over. The information provided by geo-targeting is integrated into DirectMail.com's Insight Engine database marketing solution and GeoSelector to drive your marketing campaigns to historic results.

Struggling with how to put all of these processes together to help with your marketing? We believe in keeping things simple. Check out the DirectMail.com's suite of technology solutions to help you to access the right data and develop your own unique geo-targeting strategy.

DirectMail.com™
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Insight Engine℠

GeoSelector™

dm 360+
• Consumer
• Donor
• Member
• Territory

Database Marketing
• Data Management
• Marketing Technology
• Online Marketing Portals
• Email Marketing Solutions

DirectChoice Consumer Data

WHY wait? To start growing your customer portfolio with a customized geo-targeted campaign, visit www.directmail.com or call 1-866-284-5816 to speak with an expert.

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For over 40 years, DirectMail.com has been working with clients on the most sophisticated multi-channel marketing challenges. We are a company that is passionate about continuous learning and we are excited to share our expertise and best practices with a broader audience and the industry as a whole. Through Intelligent Marketer, we hope to provide practical solutions and tools that marketers can leverage to make their jobs easier in the short term and to generate incremental results in the long term.