

solutions

Mapping It Out

Ask anyone involved in Variable Data Printing (VDP), and they'll tell you it's all about the database. The more data you have on potential customers, the more successful your marketing campaign will be. But what happens if you don't know anything about your prospects beyond their names and addresses? This can be particularly frustrating for local and regional marketers who might want to use VDP, but don't have detailed information about would-be clientele—or, in some cases, any information at all.

Believe it or not, all is not lost.

Take a look at this recent example. A chain of Mexican restaurants wanted to announce the opening of a new franchise, but knew very little about the local customer base. All it had was a simple mailing list of residents within a certain radius of the new restaurant.

With such limited information, a conventional option would have been to create a mailer like this:

*Gary,
We're announcing the Grand Opening of Pancho's Mexican Grill. Come try the best burrito in Portage. Bring in this coupon for a free sample!*

This tactic might be compelling—to burrito lovers. But lately, with a little creativity, marketers are getting more from limited databases. For instance, they're using mapping software to let recipients know just how close they are to the location being marketed. In some cases, they're even providing them with detailed maps on how to get to these new locations.

In our example, the finished mailer actually read as follows:

*Gary,
You are 0.8 miles from the best burrito in Portage. Consider this a bribe. Present this card at our new location in Portage, and enjoy a FREE BURRITO.*

Was the program successful? Local residents visited to the new restaurant in droves. And according to the manager, many actually clocked the distance from their homes to the store—just to see if the mailer was accurate!

This type of approach can be successful for many common marketing promotions. In addition to the opening of a new location, other applications could be retail store promotions and special sales, or event announcements. Common twists on this theme include maps that incorporate the estimated travel time from the recipient's home to the site being advertised. For example, a local auto maintenance center might mail out a coupon for 25% off of an oil change that concludes with a catchy teaser like, "We're only 18 minutes away. Isn't that worth a peek?"

With a little ingenuity, VDP allows marketing professionals to use the even most minimal databases to create highly effective campaigns on both regional and local levels. **TanaSeybert** can give you the tools to bring that ingenuity to life—our digital pressroom is manned 24 hours a day, six days a week, and we strive to be at the forefront of variable printing technology. And because we maintain our own bindery and mailing services, you only need one point of contact to create a highly effective, cost-efficient direct marketing program.