

Are You Leveraging Local?

With the growing popularity of mobile technology and the increasing market penetration of smartphones, retailers need to evaluate their approach to localizing their service offering and brand experience with their customers.

There are many ways that your customers are using technology to find localized content (products and services) - countless iPhone apps, Google Mobile Search, Yelp and Foursquare just to name a few. Are retailers making the most of their local market opportunities? Let's take a closer look...



Street View – Improve your street level image

Have you taken the time to ensure that your business is entered accurately into Google's database? Last week Google announced the release of the beta version of Google Maps Navigation for Android. This new navigation feature is going toe-to-toe with GPS giants like Tom Tom and Garmin, but Google is offering users the information for free. Google Maps Navigation offers search by voice capabilities, search along route, satellite view and 3D street view. Combine these dynamic and engaging features with the power of Google's information database, and this will be a core application for mainstream users. Why consult a 2D map from a provider like MapQuest when you can use a free 3D navigation system that allows you to see exactly what is around you?



Here's why retailers should take notice, after doing a Google search you can check out the storefront presence of the business. Google street view is making businesses more accountable. No longer can businesses hide behind the anonymity of an internet text-based listing. Location, location, location is just as important as ever. You can have a great business, but if your neighbors look seedy, then this can potentially cost you customers.



Geotargeting – are you using the data to improve your bottom line?

Many of the mobile search applications require people to sign up and users are required to fill in a form with basic information –email, postal codes, etc. This is how the mobile app is able to serve up hyperlocal content. The key question is, are you accessing this information to improve your business? *(Cont'd on pg. 2)*

MC3 Connect with your Customer

If you knew that you had 10,000 customers using mobile search technology in a 15km/15 mile radius, what would you do to target them? Would you change your media buy to reflect the geographical hotspots? By geotargeting your customers, you can address their needs better and faster than the competition.



Community Building – foster deeper customer loyalty

Yelp (yelp.com) is a powerful social media site that showcases user generated reviews about local businesses and events. Foursquare (foursquare.com) is another fun, community building network that is promoted via social media. By visiting businesses that participate in the Foursquare program, the user earns points. The points earn the user a specific ranking (eg. “Mayor”).

The difference between Yelp and Foursquare is that the companies that participate in the Foursquare program often offer an incentivized item to people who frequent the establishment –it could range from a free coffee all the way to a discount off the customer’s bill. While other companies are using mobile apps to push messages to users to encourage them to visit their businesses. Have a lull in business that day? Offer a time limited special to give a lift to your sales. Foursquare is rewarding repeat visitors as well as encouraging trial with new customers. And both are working well at spreading the word out on a local level, and offering a better customer experience.

While we all look to expand our business outreach, we must not lose sight of our local business base. At MC3 Global Retail, we can provide an audit on your existing retail livery and assess what is (or isn’t) resonating with your customer. By measuring the deltas between your retail strategy and the actual customer experience, we can highlight areas for alignment to ensure your shopping experience is truly customer-centric.

We craft environments that are built on the principle of “Markecture”. It is the strategic fusion of Marketing and Architecture that forges retail environments that deliver superior brand alignment and shopping experiences.

To read more about Customer Experience Management (CEM) and other interesting articles about the Retail sector, visit mc3retail.com/global

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