

Vertical Solution Map – Retail

Instructions for use: This map provides an overview of common communication objectives within the Retail market which can be solved with solutions powered by digital print. For each objective, specific challenges and solutions are identified with links to PODi case studies that illustrate successful implementations.

Service providers should use this sales tool to understand:

- Common challenges within the retail market
- Solutions that you can build to meet your customer's needs
- Which case studies will best demonstrate to your customer the power of digital print



Objective/Challenge	Solution	Cases
<p>Gather information on customers</p> <ul style="list-style-type: none"> ○ Collect contact information for future marketing ○ Gather customer feedback 	<ul style="list-style-type: none"> ○ Present customers/prospects offer that they can receive after completing online survey or form at Personalized URL 	<ul style="list-style-type: none"> ○ Beef 'O' Brady's ○ Boden – The Great Royal Wedding ○ Chick-fil-A ○ Dixie Café ○ Stein Mart

Objective/Challenge	Solution	Cases
Retain existing customers / Encourage repeat business	<ul style="list-style-type: none"> ○ Develop a loyalty program that presents offers to customers specifically based on past purchasing history ○ Make existing customers feel special by offering them special discounts ○ Maintain continuous connection with customer with personalized communications 	<ul style="list-style-type: none"> ○ Acorn Awards ○ Fantastic Sams ○ Knapp Shoes ○ Laline Member Club ○ Otto's AVU ○ Sainsbury's ○ Shoe Carnival ○ Specialty Retailers ○ Taco Bill
Increase sales <ul style="list-style-type: none"> ○ Generate store or online traffic ○ Attract new customers 	<ul style="list-style-type: none"> ○ Present offer (discount/coupon) through personalized direct marketing campaign. Particularly effective when offers are targeted to customer preferences or needs. ○ Use cross-media marketing with personalization to gain attention 	<ul style="list-style-type: none"> ○ Aldrich Apothecary ○ Boden – Project Love ○ Crabtree & Evelyn ○ Friendly Honda House ○ Good Sports Outdoor Outfitters ○ Jay Pontiac-Buick ○ Linn Companies ○ Outback Brewery ○ Rosetown Mainline
	<ul style="list-style-type: none"> ○ Enable customers to share offer with friends and family through social networks, email, text, etc. 	<ul style="list-style-type: none"> ○ Chick-fil-A ○ Stein Mart
	<ul style="list-style-type: none"> ○ Draw customers back to store with marketing that features specific products they are interested in 	<ul style="list-style-type: none"> ○ American Signature Furniture

<p>Increase sales (continued)</p> <ul style="list-style-type: none"> ○ Generate store or online traffic ○ Attract new customers 	<ul style="list-style-type: none"> ○ Use targeted direct marketing to reach those most likely to purchase ○ Analyze existing customer database to determine the characteristics of most likely prospects 	<ul style="list-style-type: none"> ○ Brake Check ○ Cape Cod Co-op Mailing ○ DaVinci's Restaurant ○ FABORY ○ Laline Holiday ○ North Texas Marine ○ Smokin Joes Trading Post
<p>Support marketing needs of franchises/distributors</p> <ul style="list-style-type: none"> ○ Maintain brand control ○ Ensure professional quality of collateral 	<ul style="list-style-type: none"> ○ Build an online marketing resource center that allows franchises to customize and order collateral while maintaining brand consistency ○ Develop a direct marketing program that franchises can subscribe to 	<ul style="list-style-type: none"> ○ Culinary Inspirations ○ Dermalogica ○ Fantastic Sams ○ GNC Franchise Operators ○ McDonald's UK ○ Pizza Hut ○ Retail Brand Group ○ Rolf Nagel ○ Ten Thousand Villages