



# THE POWER OF LOCALIZATION

*Engage the Community, Boost Sales and Profits,  
and Maximize ROI with Local Store Marketing*

## **AN ALL TOO FAMILIAR DILEMMA**

You're a successful marketing manager for a popular franchise brand. Your franchisees are beginning to notice the growth of similar businesses in close proximity to their franchise locations. They've also noticed that these businesses target the local publics with marketing specific to the community, and it seems to be paying off. Your loyal customers are suddenly flocking towards your competitors.

They note that one restaurant features vivid window graphics of the city's skyline and another retail store offers localized coupons relevant to community events. These businesses seem to be connecting with the local public on a deeper level than they are, and they can't help but feel they are falling behind.

What are their options? They can't implement localized signage without your permission, and you're still not fully sure the best and most cost-effective way to produce, deliver, and implement localized marketing material within your budget and brand standards.

What will happen if the marketing material doesn't appeal to the local public? Will the franchisees' individual profits and sales decrease? Will the brand suffer as a whole? Will the franchisee ultimately have to close or sell their franchise location, only to move on to another brand who better understands how to deliver these locally targeted marketing materials?

You understand the need for relevant marketing material, it's business 101. However, you need an easy and cost-effective way to produce, allow franchisees to place orders, deliver, and implement this marketing material. Thankfully, with the right strategy and tools, local store marketing campaigns can be effectively achieved within your franchise brand worldwide.

## **LOCAL STORE MARKETING: A NECESSITY IN TODAY'S BUSINESSES**

Companies, especially franchises, are increasingly recognizing the need to integrate local store marketing into their business practices. For many, though, local store marketing can be somewhat of a burden, as it must be a unique and specialized process for every franchise location. On the other hand, many franchises have local store marketing operations in place but aren't sure how to properly and cost effectively implement their strategies. Local Store Marketing (LSM) is one of the most valuable marketing strategies a business can implement and is frequently overlooked by corporate and local leaders.

**90% of customers say localization affects their purchases.**

Econsultancy.com

Many franchise marketing managers are curious about how to most effectively localize their brand to all of their franchise markets, since it is impossible for them to become immersed in the various communities in which their franchises are located. They are also curious about a cost-effective way to provide localized marketing materials to their franchisees and how to most easily go about storing, shipping, and fulfilling the orders of all of this marketing material for future use.

## **OUT WITH THE COOKIE CUTTERS, IN WITH THE LSM**

The need for LSM exists because customers are drifting away from the idea of the "cookie cutter store". One to one marketing is gaining popularity and customers are beginning to feel entitled to a "personal" connection with the brands they interact with. One of the easiest ways to build connections with customers is by localizing print and digital signage in stores.

This is especially useful and necessary in franchises, where locations are spread across various geographic areas, cultures, and communities. 85% of a business's customers live or work within a 5-mile radius of the business.<sup>1</sup> These customers potentially see the business's signs and visuals 50-60 times per month.<sup>2</sup>

One reason the situation is becoming more important is social media. Franchise social media and marketing managers are personally communicating with customers through social media channels (using the brand's name and image) by replying to their tweets, offering personalized contests for franchises in different areas, and engaging with customers via photo and status update comments. When entering the brick-and-mortar franchise location the customer expects to receive that same level of personalization from the décor and staff. However, that is usually not the case since the décor was designed and the staff was trained in the corporate standard—the cookie cutter approach.

If localization isn't implemented in a franchise's marketing plan the outlook could be grim. If no localization is implemented franchises run the risk of alienating customers, receiving negative word of mouth reviews from current customers, experiencing the decline of sales and profits, and receiving negative ROI for marketing endeavors such as social media and direct mail campaigns.



## PRINT, DIGITAL, AND MARKETING ASSET MANAGEMENT: YOUR LSM SOLUTION

Thankfully, through an integrated marketing strategy and a marketing asset management system, localization can be cost-effectively implemented in franchise locations worldwide. One of the easiest ways to implement localized marketing materials is through the use of print and digital signage. Humans respond to visual content. In fact, 68% of customers have made a purchase because a sign caught their interest.<sup>3</sup>

Signage containing content customers are familiar and comfortable with helps them experience feelings of loyalty and preference towards the brand, and in turn entices them to purchase more product.

Some examples of localized print signage include:

- A wall decal that portrays an image of the city skyline, a building, a monument or something else that represents the community.
- Window decals and signage that advertise a special that is only happening for individuals in that community.
- Direct mail pieces that provide an individualized offer for members of the community.

Some examples of localized digital signage include:

- A weather ticker that gives customers the local weather for the coming week.
- A changing digital slideshow that depicts images of the community.
- A specials board that changes to accommodate for certain community-specific prices or events.



**While just 12% to 15% of customers are loyal to a single business, those loyal shoppers are responsible for between 55% and 70% of total sales.**

Center for Retail Management, Northwestern University

An easy way that franchise brands can manage, order, store, and implement their personalized print signage is through a marketing asset management system, such as the Visualogistix Branded Marketing Portal. In order for such an online service to be effective, it must allow the franchise marketing manager to input and approve of all artwork on the site, allow franchisees to order specific materials from the site, and determine where marketing collateral will be stored and eventually where it will be shipped to. The system should also allow for the monitoring and implementation of digital signage visuals.

This system gives the franchise marketing manager brand control and consistency with the ability to provide franchisees locally customizable pieces. It also allows the communication between the marketing manager and the franchisees to be much smoother, since the marketing asset management team will become the middleman in communication transactions.

**100% of retailers reported at least one key ROI benefit of localization, including increased sales (74%), increased profits (61%), and increased customer loyalty (55%).**

Rethinking Retail, Infosys

If franchises adopt the recommendations suggested in this white paper they will experience an increase of repeat, loyal customers in the store or restaurant, positive word of mouth about the brand in the community, overall brand consistency, an increase in sales and profits, and an ease of communication between the various positions in the franchise chain of command.

## **DILEMMA SOLVED**

So, how is that fictitious franchise mentioned at the beginning of this white paper doing? Thanks to their implementation of local store marketing, profits and sales are soaring and customer loyalty has greatly increased.

Due to budgetary concerns, they started small. They decided to implement a direct mail campaign that delivered specialized coupons to members of the community. These coupons featured the name of the community in the offer, something that definitely deserves a double take when coming from a national brand.

With careful analysis, they realized the ROI of this direct mail campaign was almost double of any corporate campaign they had implemented in the past. A rush of new customers were coming through the doors and old customers were returning and spending more than ever.

Their next localized step was window graphics that displayed images of the city skyline. Eventually, they moved to localized digital signage, which displayed everything from the week's weather forecast, to the news, to a live social media feed of the specific franchise location's Twitter and Facebook pages. They began to notice all of the positives that were coming from their newly localized pieces. They were increasing customer loyalty, profits, and sales and business was booming.

Local store marketing may seem like an unnecessary expense at first, especially for smaller franchise brands. After all, millions of dollars are spent on national advertising and marketing campaigns, and those seem to work out fine, right?

Although the national campaigns are great for advertising and marketing the product, localized campaigns are great for advertising and marketing the store. And the store needs to stay in business for the franchise brand to thrive. To ensure that brands continue to prosper and grow, local store marketing is necessary in all franchise locations worldwide. An easy way to ensure an effective local store marketing solution that maintains brand standards and consistency is through the use of Visualogistix.

## VISUALOGISTIX' ALL-IN-ONE BRAND MANAGEMENT SOLUTION

Visualogistix is the answer for the lack-of-localization question. Our Marketing Asset Management, Everything Print, Dynamic Digital Signage and Fulfillment solutions make implementing localization strategies into your franchise's marketing plan easier than ever before.

- Our Marketing Asset Management solution provides franchisees with an online Branded Marketing Portal, in which they can customize approved marketing collateral to fulfill local market wants and needs while still ensuring brand consistency.
- With our Everything Print and Dynamic Digital Signage solutions we have the ability to make your vision become reality. We can produce localized, unique and engaging pieces to promote your products and inspire your customers and we can store your pre-printed collateral and other marketing materials in our climate-controlled and secure warehouses. From wall graphics to window clings, video walls to digital menu boards, we provide franchises with customizable pieces that speak to their customers and their community.
- Our Fulfillment solution ensures that all of the requested marketing materials get delivered to the correct franchisee, on time and on spec. The simple online ordering process allows franchisees to directly input their orders on their Branded Marketing Portal, eliminating the need to include a middle man.



Readers of this white paper should visit the Visualogistix website and/or speak to a sales representative to learn more about how we can help alleviate this problem and bring localization to your franchise brand today.

## ABOUT US

Visualogistix®, a division of Thomas Printworks is an industry leading provider of marketing asset management, everything print, dynamic digital signage, and fulfillment solutions for the Restaurant, Retail and Franchise markets. Visualogistix and Thomas Printworks bring nearly 60 years of experience in the visual communications, printing, and technology industries together to provide the highest levels of quality and customer service. Visualogistix is based in Richardson, Texas with locations strategically located across the United States.

**TAKE YOUR BRAND TO THE NEXT LEVEL.**  
CALL 888-245-8480 OR VISIT VISUALOGISTIX.COM

