

Choice



Choice Marketing

Project:

Choice Marketing used the combined power of Irongate Digital & ACT's customer loyalty tool to provide a single source solution for data collection and production of full colour variable data marketing materials focussed at enhancing customer engagement, increasing response rates/footfall and ultimately grow sales revenue.

Vertical Market:

Retail – Garden Centres

Business Application:

Choice Marketing enlisted Irongate Digital and their data partner, Applied Card Technologies to provide a single source and easy-to-use web based customer loyalty and sales promotion program for its network of 27 garden centres spread throughout the UK

Program Objectives:

- Create easy-to-use, automated and fully integrated customer loyalty program
- Enable collection of customer transactional data via EPOS enabling better customer profiling
- Allow customised generation of customer marketing data files via a web based solution
- To streamline the process of creating targeted marketing campaigns
- Increase customer traffic into each Garden Centre thus driving sales revenue
- Improve the return per document mailed
- Add value to each direct mail product through complete full colour, variable data digital printing thus moving away from traditional mono overprinting of full colour base stocks.
- Provide flexibility for each garden centre to create bespoke marketing & POS requirements
- Enable complete online analysis of campaign/offer performance by using a range of predetermined redemption codes

Description

Choice Marketing is a retail buying consortium consisting of 27 garden centres operating throughout the UK. Whilst they fully benefit from their combined purchasing power and economies of scale, from a marketing perspective they prefer to act as individual garden centres with specific and localised marketing requirements.

As part of their marketing strategy, Choice Marketing offered its customers a loyalty scheme which gathered information based on customer spend and then issued, 6 times per year, a Reward Card mailer and voucher to reward customers for their loyalty.

Prior to working with Irongate Digital and ACT, Choice Marketing faced several problems in delivering an efficient customer loyalty programme.

- 1) Data Quality: Ensuring that their data was fully up to date was always a problem and often the time taken to add new members delayed their inclusion in marketing initiatives.
- 2) Lack of flexibility to create specific and relevant offers for each individual garden centre.
- 3) Problems with base stock forecasting resulting from lengthy litho print production lead times and ordering the base stock before the data was polled.
- 4) Mono overprinting on poor quality stock produced an inferior quality product with low image quality and did little to excite the customer.

Working in partnership with ACT, our data capture & processing partners, Irongate Digital created a web based marketing portal which allows each garden centre to log in via a secure password and create bespoke marketing and POS materials in a range of formats and substrates, including weatherproof for external display purposes.

The main customer loyalty tool is the Reward Card Mailer which consists of an A4 2pp mailer and includes a range of special offers to encourage visits to the garden centre along with a reward cheque, a refund based as a percentage on previous customer spend figures within the time frame.

ACT collect transactional data directly from each garden centre routinely using the latest EPOS technology which is seamlessly imported into ACT's managed databases. Here the garden centres can select data content online using a wide array of parameters to enable complete customer targeting. The required data is then exported and sent to Irongate Digital for use in either automated mailings or as part of a full cross media marketing campaign.

To access marketing campaigns and POS materials, each garden centre simply logs on to "Choice-ops" the online marketing portal and using pre-formatted templates, selects the desired reward card letter, picks the appropriate special offers they wish to use and then have the option to modify the default letter or create a more bespoke version. This provides total flexibility for each garden centre to create customised marketing materials to reflect the requirements of their particular local market and their customer buying preferences.

To support the reward card mailer, each garden centre can access a wide range of POS including A3 – A0 posters, leaflets, postcards and weatherproof banners which again can be tailored to individual garden centre needs.

The reward card mailer is just one of the many marketing collaterals available to the garden centres to win new business and grow sales.

The latest product to be added is the "Special Offers" promotion. Designed specifically to liquidate slow moving stock items, each garden centre can create posters, leaflets or postcards to promote particular products. Again using specifically designed templates, products are selected using a drop down menu from a bank of over 200 hi-resolution product images with accompanying text and RRP pricing to create totally relevant marketing materials to convert unwanted stocks into cash.

Another marketing initiative to generate increase customer traffic into the garden centres is provided by the Weekly Birthday Mailings. Every member of the loyalty scheme receives a birthday mailing which incorporates an incentive offer to be redeemed within the garden centre. Each garden

centre has total control over the offer they wish to provide. In some cases it is money-off voucher and for others it is a free offer within their restaurant. Data is polled on a weekly basis by ACT and automatically supplied to Irongate Digital where it is feed into our campaign generator. The birthday mailers are digitally printed with full colour personalisation, fulfilled and mailed out on a daily basis to ensure they arrive a before the recipients birthday.

Significant Results:

- The single source provision by Irongate/ACT streamlines the overall communication process
- Data collection is now automated ensuring that it is completely up to date, accurate and highly relevant.
- The Garden Centres can quickly access data and generate promotions so enabling them to respond suddenly to changing circumstances and new opportunities.
- Using web access means that Marketing Materials can be created outside working hours so minimising the impact on precious sales and operational management time.
- Printing on Demand means that you only pay for what is printed and so reduces wastage and the un-necessary costs associated with overproduction on base stock materials.
- Marketing campaigns can be now driven across multiple communication channels using personalised print, email, SMS and web landing pages for response gathering
- Campaign analysis and offer redemption statistic can be generated on-line so that you can fully monitor ROI for a particular campaign and trace incremental sales against specific offers.

