



Integrated Local Marketing

OneTouchPoint Solution Guide

Power Local Engagement Through Integrated Marketing Programs

In today's world, consumers encounter your brand everywhere—online, on social media, in their mailbox, on their daily commutes and more—making integrated marketing more important than ever to capture new customers and build brand recognition and loyalty.



End-to-End Multi-location Support

OneTouchPoint's flexible technology, solutions and team of experts support the entire marketing supply chain—from campaign creation to brand control through our U.Connect platform, to national print production, mailing, warehousing services and more.

Read this guide and learn how OneTouchPoint can help you build an effective integrated marketing program that improves brand loyalty, boosts revenue, and delights your customers.

Benefits of a Local Multichannel Approach

Right place, right time. Consumers want to choose how to engage with brands, including their preferred communication channel. Happy customers means increased ROI.

Maximize brand awareness. Consistent brand messaging across all channels builds trust and customer loyalty for the long haul.

Engage local consumers. Use coupons, loyalty programs, specials, or all of the above to turn occasional visitors into frequent ones. As you know more about them, target with more personalized offers and campaigns.

Out-market competitors. If you are targeting potential customers through just a few marketing channels, they'll likely be swayed to buy from your competitor that's showing up everywhere they're looking.



Turn Strategy into Action With OneTouchPoint

Digital strategy and marketing require intense planning as well as constant management, optimization, and evaluation to be effective, consuming resources and time many organizations don't have.

The OneTouchPoint team brings over 20 years of local digital marketing experience with multi-location organizations, across various industries and sizes.

Armed with the best practices, domain expertise and knowledge to create and manage campaigns that are the most effective for your industry—our seasoned team offers 1:1 professional services to help brands and local business units tap into proven, integrated marketing campaigns.

Tap into prescriptive campaigns and benefits from a buttoned-up strategy and an execution arm, speeding time-to-market and reducing local effort.



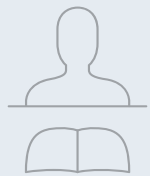
Local Marketing, Simplified

Multichannel Campaigns Drive...

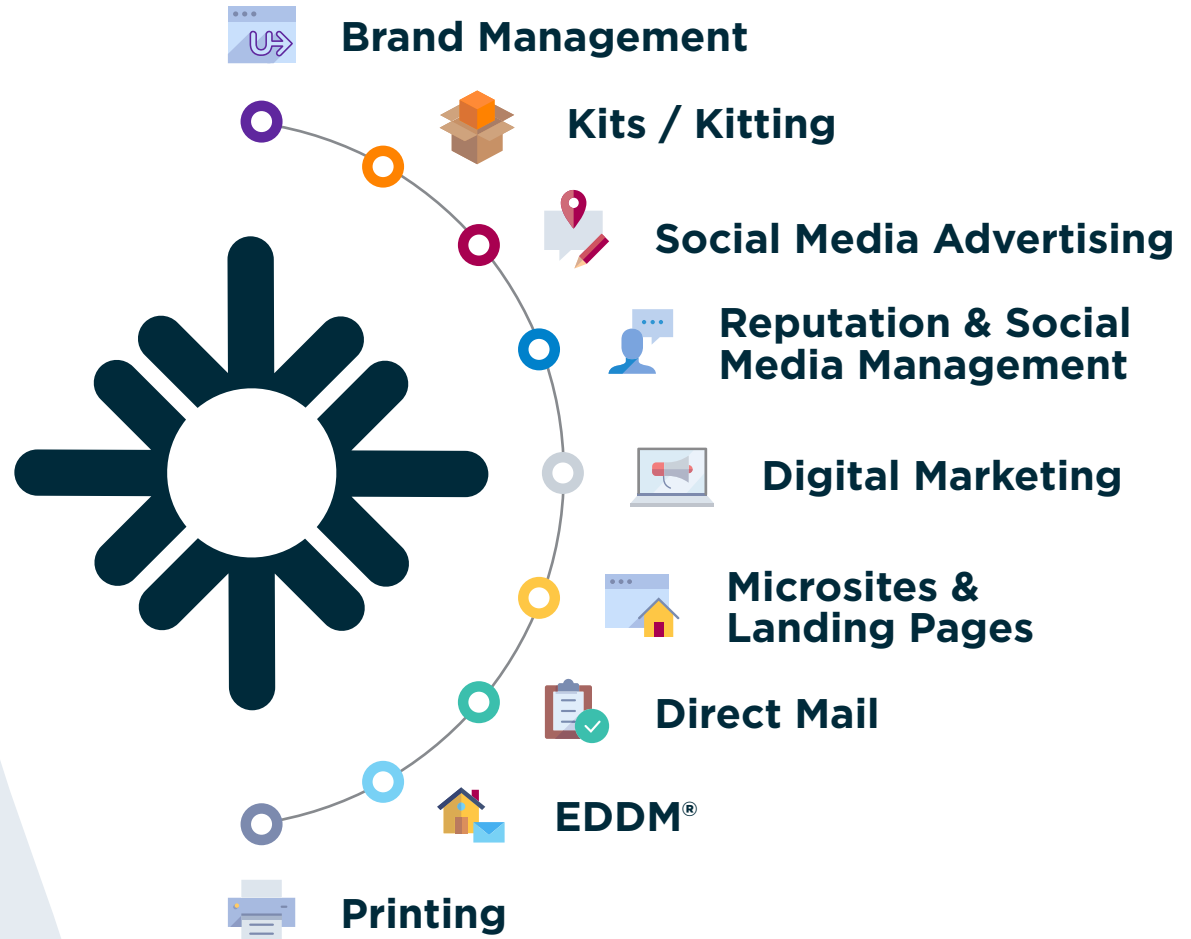
28%

Higher response rates

9.5% vs 7.4%
Multichannel vs Print only



According to research from Swrve, an **integrated multichannel marketing program** can deliver revenue uplift in the range of 15%–35%.





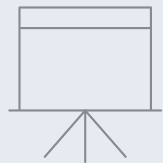
Brand Asset Management

Centralize brand assets and enable approved users to access, localize, order and ship approved marketing content—from product imagery, logos, marketing collateral, ads, signage, social media templates and more—ensuring brand consistency across the organization.



33%

The average revenue increase attributed to always presenting the brand consistently.



<10%

of organizations say their brand presentation is very consistent.

Inc. and Lucid Press

Curate, control and share brand assets with U.Connect, our easy-to-use, secure portal that is accessible from anywhere, anytime.



Kits

Optimize your kits to create a consistent brand experience across all of your locations.

Create (and store) New Store Opening (NSO) kits, New Product Release kits, Quarterly Campaign kits and more, allowing franchises to easily order pre-approved kits that help them get to market quicker—and on brand.

Minimize your workload and maximize your brand consistency.

OneTouchPoint's technology lets corporate marketing teams easily create, produce and warehouse kits—while franchisees remain autonomous, ordering the kits (and materials) they need and shipping them directly to the franchisee's locations.

Kitting Made Easy





Social Media Advertising

Use targeted, localized social media ads to connect with consumers—drive sales, increase awareness and boost traffic.

With more than three billion people around the world using social media every month, it's a critical marketing channel.

Our multi-location marketing experts will optimize your social campaign strategies—we'll build, manage and post—then analyze and adjust.



54%

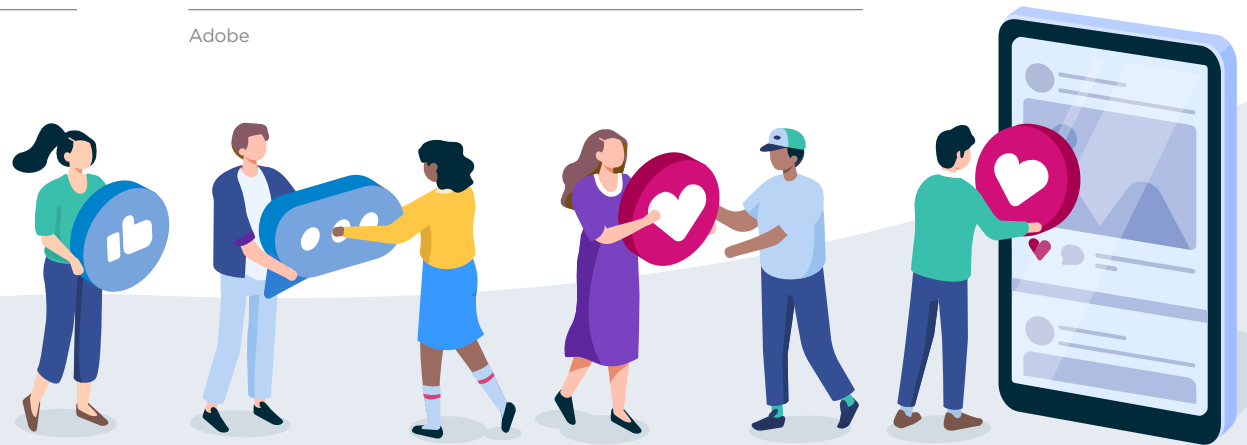
of Social Browsers use social media **to research products.**

GlobalWeb index, 2018

50% & 42%

Social media is the most relevant advertising channel for **50% of Gen Z** and **42% of millennials.**

Adobe





Reputation & Social Media Management

Responding to reviews leads to improved sales and revenue—a favorable reputation is crucial for viability.

OTP will create, manage and post to local social media channels, then monitor and respond to consumers on your behalf.



72%

of customers expect a response to their complaint on social media **within one hour.**

GlobalWeb index, 2018

30-40%

Businesses that stay engaged on online review sites attract consumers that have **30 to 40% more interaction** with revenue-driving products.

Review Trackers

78%

of consumers say that **seeing management respond to online reviews** makes them believe that the business cares more about them.

PhoCusWright



Paid Search, Display Ad & Retargeting

Digital Marketing tactics—PPC, Retargeting, SEM, etc—helps you make use of proven, data-driven, prescriptive strategies that help you attract highly targeted traffic that drives results.

We help businesses stand out, connect with customers and drive growth through comprehensive, integrated online and offline marketing strategies.



80%

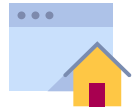
Ads can **boost brand awareness by 80%**.

Valve+Meter



Retargeting + Facebook + Instagram Advertising

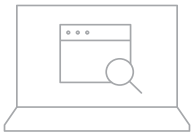
Retargeting campaigns have helped a salon client recapture over 3,000 appointments and 2,000 coupon downloads over an 8 month period in 2019.



Microsites & Landing Pages

Optimize your locations' landing pages and/or microsite for local search marketing and campaign tracking.

Add a page on your website where consumers can find your local store details—address, phone, hours, pick-up/delivery options, etc.



97%

of consumers go online to find and research local businesses.

Blue Corona

OTP experts understand the critical nature of localizing landing pages and microsites—from the SEO implications to the type of information your customers need.



Microsite Offers

Our client saw a 271% increase in promotional coupon code redemptions when locations combined their offer with digital advertising.





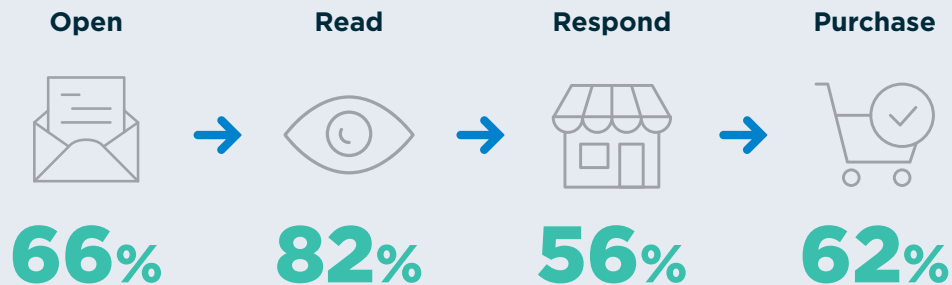
Direct Mail

Target audiences with offers (or content) that resonates as part of an integrated, multichannel marketing approach to increase conversions by up to 28%.

OTP can help you optimize your direct mail by integrating with online channels —enabling measurement and accountability.



The Benefits of Direct Mail Marketing



Infotrends, Direct Mail: Integral to the Marketing Mix in 2016



Direct Mail + Digital

One client saw an increase over 200% in return of spend when combining their Direct Mail and Facebook campaigns.



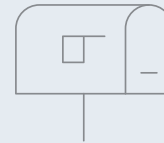
Every Door Direct Mail is a low cost, effective channel to reach new and existing customers—reinforcing brand awareness while providing relevant information, such as restaurant location, hours, pick-up or free delivery options and special offers to drive sales.



70%

Brand recall is 70% **higher for direct mail than digital ads.**

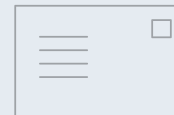
Canada Post



54%

percent of **consumers want to receive mail** about brands and promotions that interest them.

Adweek



56%

of postcards are **read by direct mail recipients.**

Statistical Fact Book

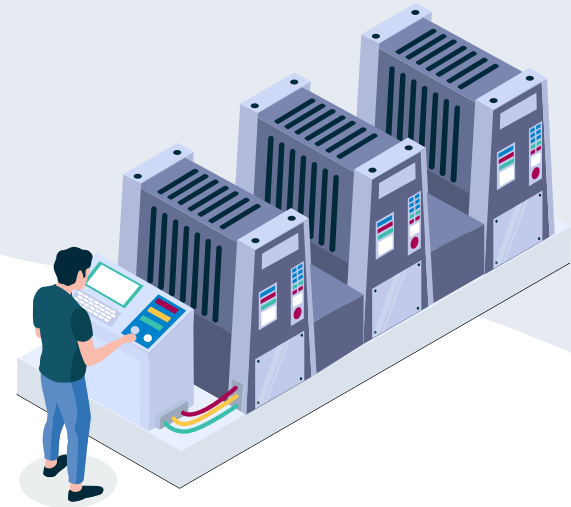
Turn-key workflow making it easy and effective to connect with mass appeal.



Printing

Print remains the most effective marketing tool for building purchase intent and brand recall for consumer brands. In fact, research from the DMA found that **direct mail generates response rates more than 3X higher than all digital channels combined.**

As one of the nation's largest providers of printing, fulfillment, marketing communications and supply chain management, we can get your expertly branded materials in the hands of your customers, efficiently and effectively.



Digital-on-Demand



Lithographic Print



Variable Print



Grand Format

Print any project, large or small—locally or nationally—from simple one-sheet flyers, brochures, flyers, in-store signage and banners, as well as intricately designed pieces, vehicle wraps, outdoor signage and more.

Launch, Optimize & Report on Results

A comprehensive integrated marketing strategy built for your business model can help you maximize return on spend while gaining a deeper understanding of your customers—tracking every step of their journey. Gain critical advantage by measuring every interaction, from the first time an unknown visitor hits your website through the last touchpoint when they become a paying customer.

- ✓ POS/Data Integration
- ✓ 360 Degree View
(when integrated with CRM)
- ✓ Closed Loop



Direct Mail + Digital

An **increase over 200% in ROS** when adding Facebook to Direct Mail campaigns.



Microsite Offers

A **271% increase in promotional coupon code redemptions** when locations combined their offer with digital advertising.



Facebook/Instagram + PPC Advertising

Increased leads by 148% over using Paid Search alone.

Leverage a Local, Multichannel Approach

Smart marketers know that there is no singular, “silver bullet” in marketing. From creating a consistent brand experience across locations to setting the right integrated local marketing campaigns, marketers are striving to drive brand recognition, drive revenue and increase campaign ROI.

Our team of experts will help you take control of your brand across your locations to create a consistent consumer experience – and then help amplify your brand at the local level with prescriptive 1:1 marketing programs that combine the most effective, tested and proven online and offline channels. Then, we’ll put those channels to work, so you can grow your organization from the local level to nationwide.

Visit 1touchpoint.com/solutions/local-marketing
or email info@1touchpoint.com.

