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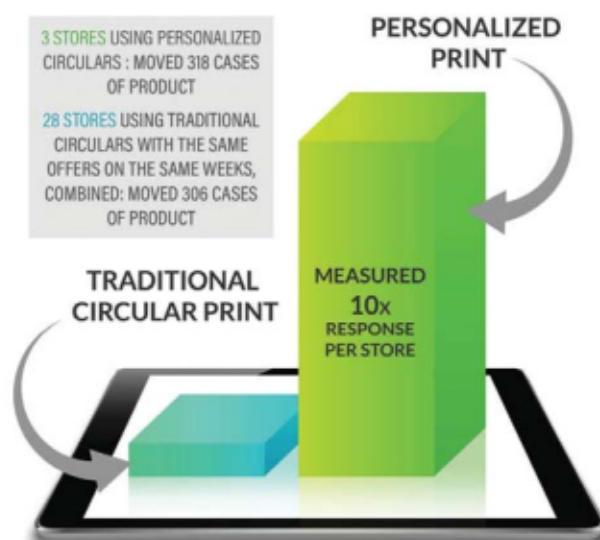


Will Personalized Print Replace Traditional Circular Programs?

In recent years, many grocers have contemplated the long-term viability of weekly circulars. Most attempts to find alternatives have involved replacing circulars with digital advertising. This has failed. Value shoppers are trained to print. Additionally, digital marketing competes with an overwhelming amount of email, thus becoming white noise to many consumers. Meanwhile, your competitors continue the use of print circulars with a forced distribution to your customers, causing you to lose market share while your phones blow up with people wanting your print circulars.

Does this mean grocers should continue with what they've always done? Hardly. If you're looking for an impactful cutting-edge solution, you need to take a long, hard look at personalized print. A group of independent grocers recently put this concept to the test while under intense pressure from a large chain moving into their market. They focused on three locations that were particularly at risk and employed a mail program reaching out to consumers with personalized communications and offerings. They put aggressive offers on select merchandise utilizing a nontraditional, personalized presentation. At the same time, they put the same aggressive offers in traditional circulars for 28 stores in other markets.

The results were overwhelming. The three store locations utilizing personalized print moved 10 times the volume of case goods compared to the 28 stores using the exact same discounts in their traditional circular program and the benefits didn't end there. The three stores using personalized print also benefited from invaluable customer data that they were able to obtain through customer shopping habits – data used



to tailor future promotions to make each more targeted and effective than the last, all while competitors using traditional circulars continue to shoot in the dark. The three stores at risk not only held their own, but they actually increased sales volume and market share over the previous year's same period while under pressure.

The question for today: "Should grocers use the present crisis we face as a nation as an opportunity to experiment with a personalized variable print marketing program replacing the traditional circular?" At this time many grocers are not distributing circulars due to the rush for goods on the shelf. When the market returns to normal habits, it could be the perfect time for change!

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PERSONALIZATION!

Let us help you with a circular replacement strategy for today's shoppers.

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- INCREASE RELEVANCE AND RESPONSE
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