

# Ready to Make the Jump from Print to Digital?

A DIGITAL MARKETING OVERVIEW AND DISCUSSION FOR  
INDEPENDENT RETAILERS

FEBRUARY 10-13, 2013 // THE MIRAGE HOTEL // LAS VEGAS, NV

# Workshop Outline

## INTRODUCTION

## DIGITAL MARKETING OVERVIEW

SHAWN TUCKETT, DIRECTOR OF BUSINESS  
DEVELOPMENT - WEBSTOP.COM

## RETAILER PANEL DISCUSSION

KRISTIE MAURER - OPERATIONS MANAGER  
MADISON FRESH MARKET

JIM NILSSON - PRESIDENT  
GEISSLER'S SUPERMARKETS, INC.

JONATHAN BADGER - PRESIDENT  
LEES MARKETPLACE

## QUESTIONS AND ANSWERS



# Marketing Challenges Today

PRINT DISTRIBUTION DECREASING

INCREASING COSTS

DOWNTWARD TREND OF TRADITIONAL MEDIA  
VIEWERSHIP

CHANGES IN SHOPPER BEHAVIOR

VARYING SHOPPER DEMOGRAPHICS

THE RISE OF DIGITAL MEDIA



# Digital Marketing Opportunities

NEW COMMUNICATION CHANNEL

LOWER COST

SHORTER TURN AROUND TIME

TRACKABLE

GROWING AUDIENCE

INTERNET ENABLED MOBILE DEVICES  
TO SURPASS DESKTOPS IN 2013

70% OF ALL SHOPPERS USE THE  
INTERNET TO ENHANCE IN-STORE  
EXPERIENCE



# Keys to Digital Marketing Success

ENGAGED RETAILERS

MULTIPLE CHANNEL APPROACH

SHOPPER ENGAGEMENT

AFFORDABLE



# Keys to Digital Marketing Success

## MULTIPLE CHANNEL APPROACH

### WEBSITE

THE HUB OF YOUR DIGITAL PRESENCE

### MOBILE

A DIGITAL TOOL

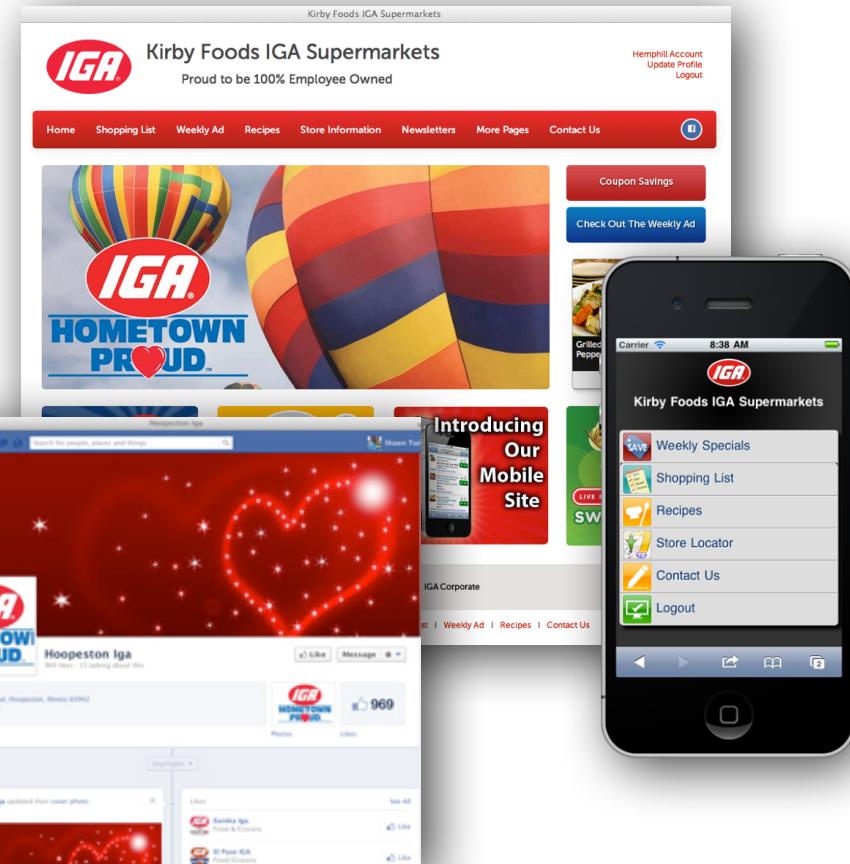
DIGITAL ON THE GROUND

### EMAIL NEWSLETTER

YOUR BROADCAST CHANNEL

### SOCIAL MEDIA

THE CUSTOMER SERVICE ELEMENT



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# Keys to Digital Marketing Success

## SHOPPER ENGAGEMENT

**IN-STORE PROMOTIONS**

GET SHOPPERS ATTENTION

**EDUCATED EMPLOYEES**

THEY WILL BE ASKED

**VALUABLE CONTENT**

MUST BE WORTH THEIR TIME

**ADVANCED FEATURES**

CAN'T CREATE RETURN VISITS WITHOUT  
FEATURES THAT ENGAGE

**EASE OF USE**

IF IT'S HARD TO USE, WON'T BE USED



# Keys to Digital Marketing Success

## AFFORDABILITY

### EFFICIENCIES

- WHOLESALER PROGRAM
- SHARED FEATURES
- WEEKLY AD SHARING

### LEVELS OF SERVICE

- ABILITY TO START SMALL

### TRANSITION PLAN

- SHIFT OF MARKETING EFFORTS

### VENDOR FUNDING

- OFFSET YOUR COSTS



# Retailer Success Stories

## INCREASED SALES

GARY & LEO'S DELI AND MEAT SALES

WEBSITE, EMAIL AND SOCIAL SALES PROMOTIONS

## REDUCED ADVERTISING COSTS - PRINT AD

PRICE CHOPPER KANSAS CITY ONLINE AD

BUCHE FOODS - ONLINE BARN BURNER SPECIALS

## REDUCED ADVERTISING COSTS - DIRECT MAIL

PAYLESS IGA DIRECT MAIL TO EMAIL TRANSITION

## RETAIL PANEL EXAMPLES



# Madison Fresh Market

KRISTIE MAURER - OPERATIONS MANAGER



## MADISON, WISCONSIN

## 1 STORE



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# Madison Fresh Market

## DIGITAL MARKETING SUCCESS

Interactive  
Website with  
Weekly Updates

Social Media  
Promotion &  
Customer

Combining  
Traditional  
Media (Radio)

Shop at Home  
Experience

[WWW.FRESHMADISONMARKET.COM](http://WWW.FRESHMADISONMARKET.COM)



# Madison Fresh Market

## DIGITAL MARKETING SUCCESS

Specials that change weekly

Aggressive e-mail marketing & contests

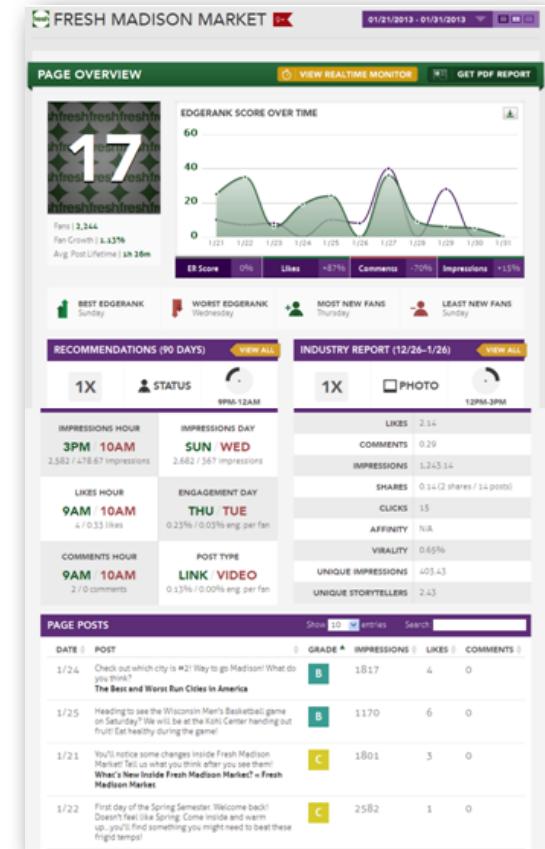


# Madison Fresh Market

## DIGITAL MARKETING SUCCESS

### Created Digital Command Center

True online customer service.  
Giving feed back for better online  
markets.



[WWW.FRESHMADISONMARKET.COM](http://WWW.FRESHMADISONMARKET.COM)

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# Geissler's Supermarkets

JIM NILSSON - PRESIDENT

CONNECTICUT AND  
MASSACHUSETTS

7 STORES

PRINT AD REDUCTIONS

ELIMINATED FRINGE  
DISTRIBUTION

NO NEGATIVE EFFECTS

CONTINUED IN-STORE  
DISTRIBUTION

[WWW.GEISSLERS.COM](http://WWW.GEISSLERS.COM)



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# SOCIAL MEDIA MARKETING



# Dynamic Website

NGA: Jump to Digital Late   Lee's Marketplace - Giving

www.leesmarketplace.com

 *Giving you more since 1981  
Celebrating 31 Years*   6.4k [Login | Register](#)

Home Weekly Specials Store Information Recipes Featured Food Shopping List Newsletter Contact Us

A Week of Celebration! Chinese New Year, Mardi Gras and Valentine's [View Recipes](#)



  
Lee's Marketplace  6,462

Anyone want FREE MILK FOR A YEAR? We are teaming up with www.beta.zwittle.com while they are in their testing phase and we are having the FREE MILK FOR A YEAR

  
*Cherries* 

NEW COUPONS AVAILABLE NOW 

Did you know Lee's has a Floral Department?

7:00 AM  
2/11/2013

# Facebook promotions

IT IS EASY AND COST EFFECTIVE

FREE MILK FOR A YEAR!  
EXPLAIN HOW TO ENTER, ASK  
THEM TO SHARE AND SEE THE  
RESULTS:

1513 PEOPLE REACHED  
475 SHARES  
741 PEOPLE TALKING ABOUT  
THIS

TOTAL COST: \$455.52

facebook 1 2 Search

Wall. The Share button is on the bottom left of the page. Thanks! October 17, 2011 at 10:10pm · Like Write a comment...

**Lee's Marketplace**  
IT'S FINALLY TIME! DO YOU WANT TO WIN FREE MILK FOR A YEAR? Entering for your chance to win is Easy! Simply make sure you "Like" Lee's on Facebook and then share our page with your friends! The share button is located on the bottom left of our wall. Just click share and write something like "I love the great deals on the Lee's Facebook Page, become a fan for your chance to win a year of milk free!" That's It!



1,513 People Reached · 741 People Talking About This  
 Like · Comment · Share · October 17, 2011 at 5:17pm  
 Adam Winger and 392 others like this.  
 View all 170 comments  475 shares  
Write a comment...

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# Know your Audience

Overview Likes Reach Talking About This Check-Ins

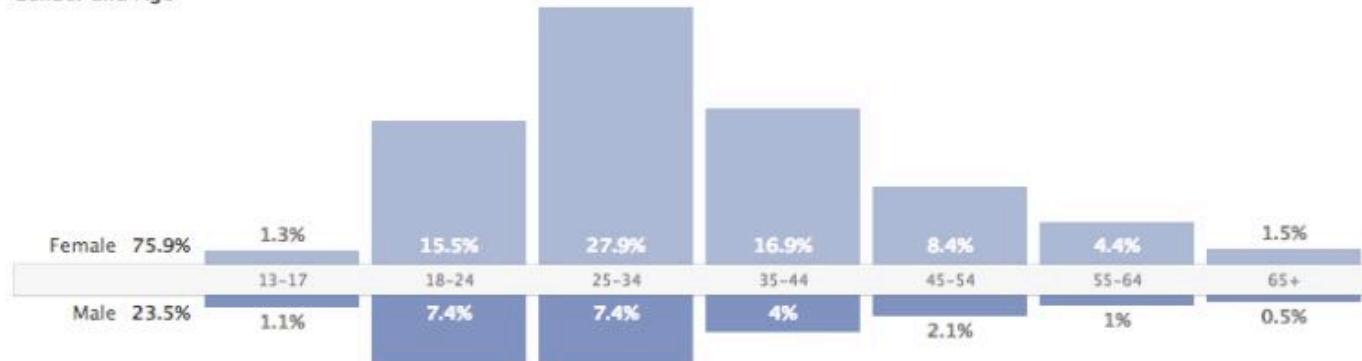
◀ 10/13/2012 – 11/09/2012 ▶

Export Data \*

## People Who Like Your Page (Demographics and Location)

See Likes

### Gender and Age<sup>7</sup>



### Countries<sup>7</sup>

6,167	United States of America
7	Hungary
6	India
6	Philippines
5	Mexico
5	Canada
4	France
More ▾	

### Cities<sup>7</sup>

2,026	Logan, UT
543	Smithfield, UT
456	Ogden, UT
260	North Ogden, UT
212	Preston, ID
178	Salt Lake City, UT
149	North Logan, UT
More ▾	

### Languages<sup>7</sup>

6,042	English (US)
170	English (UK)
15	Spanish
11	English (Pirate)
10	French (France)
8	Hungarian
5	Portuguese (Brazil)
More ▾	

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# PROMOTION IDEAS

GET CREATIVE!



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# UPDATE IN REAL TIME



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