



identifying local marketing opportunities

Assessing your local marketing opportunities

Need to assess your local marketing?

This is how we can help



You supply

Data files, address lists, order history, branch addresses and key competitors



We provide

Unique 6 stage assessment process to suit your business, needs & budget, and a report with detailed analysis & practical solutions



You gain

Real insight and an ability to compare different branches objectively

Any business with branches across the country will know that when it comes to marketing solutions, one size certainly doesn't fit all.

For a focused approach, take a look at **Target Local** from Send. We'll identify the best approach for each of your business branches, based on the different local marketing challenges and opportunities in each area through our six-point 'reality check' analysis:

- Your customers: Where do they live and what are they like?
- The catchment: What is it like and how does it reflect your current customers?
- Your competition: Where are they and how does it affect you?
- The marketing opportunities in the area: More customers, direct mail, leaflet, radio and press
- Practical answers and solutions to boost sales locally

6 Stage Local Marketing Analysis

Reality Check

Proven Result → Spirit Health Clubs

Challenge

Spirit's national network of fitness centres inside Holiday Inns throughout the UK gives guests and local members a healthy boost. The client approached Send to help them whip their marketing strategy into shape by providing centre managers with insight into their current club membership, customer segmentation and the best way to attract new customers.

Solution

Our six-stage **Target Local** analysis programme helped to focus Spirit's local marketing activity in each of the different health clubs' catchment zones. A comprehensive report including customers' homes overlaid with drive-times, competitor locations and neighbourhood and member demographics was produced for each club.

Result

A fabulously healthy marketing toolkit for each club manager, enabling them to focus recruitment activity more effectively than ever before. A report for Spirit's central management team also compares the activity of all clubs to highlight regional and local differences.

Call us to discuss your requirements:

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