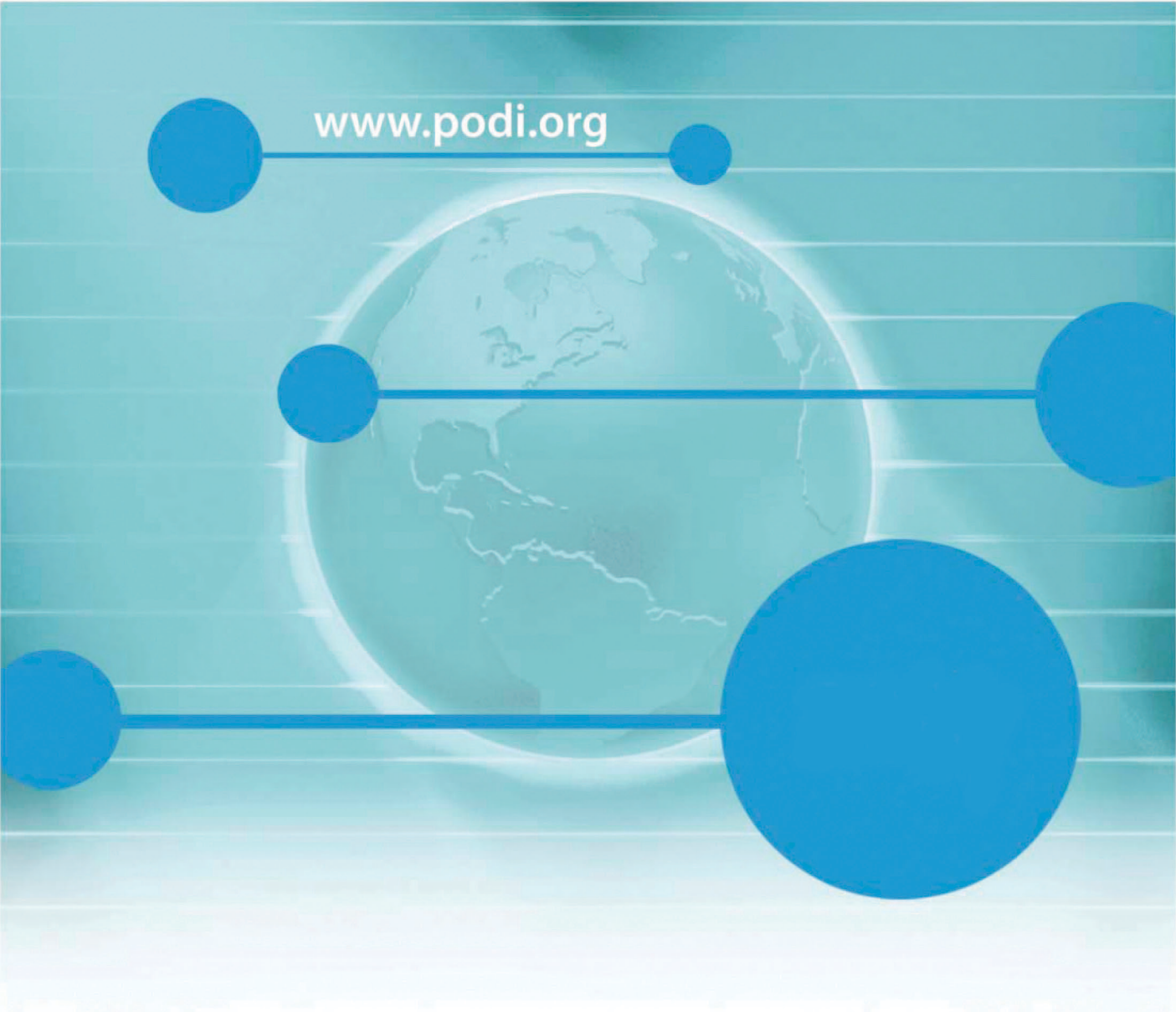




Good Sports Outdoor Outfitters Uses Cross-Channel Marketing to Generate Store Traffic and Sales





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Project: Good Sports Outdoor Outfitters Uses Cross-Channel Marketing to Generate Store Traffic and Sales

Vertical Market: Retail

Business Application: Direct Marketing/Traffic Generation

Business Objectives

Good Sports Outdoor Outfitters is a family owned specialty retail store operating in San Antonio, Texas for over 25 years. During 2010, Good Sports expanded its business by opening an outlet store and was developing plans for an online shopping website. To be successful in the expansion and to build its business, Good Sports needed a direct marketing campaign that would:

- Increase sales
- Attract new customers
- Build relationships with existing customers
- Grow their customer database for future marketing
- Build awareness through consistent branding and messaging

Results

A multi-channel direct marketing campaign drove new business for Good Sports Outdoor Outfitters. Results for the campaign period June 2010 – April 2011 were:

- Redemptions of personalized direct mail coupons and seasonal promotions resulted in new sales of \$61,364
- QR codes placed in magazine ads extended the reach of Good Sports' brand and messaging
 - 335 unique hits on campaign landing page
 - 202 individuals provided their email address to receive a QR code coupon promotion. These addresses were used to build a data list for weekly email marketing messages
 - 62% of the responders were new clients
 - 37 QR code coupon responders made purchases at the store totaling over \$4,800

- Good Sports' goal in attracting new customers was to go beyond the client who makes one coupon purchase and attract long-term clients with a high lifetime value. 10% of the new clients have made repeat purchases

Campaign Architecture

Good Sports' service provider, the e.f. group, devised a multi-channel marketing campaign that would offer interactive mobile marketing, be relevant to target markets, and provide a way to measure results. Good Sports Outdoor Outfitters needed to invigorate their marketing efforts. As retailers of innovative and current outdoor gear they wanted to take advantage of cutting edge marketing tools and technologies.

Several strategies were used.

- Direct mail with variable image and name personalization to attract new customers and engage existing ones
- Email to continue the connection with customers and prospects
- Ad placement in the regional *SA Current* publication
- Align branding/messages/offers across all media
- Use QR codes as an interactive marketing tool. QR codes appealed to Good Sports because they were seen as a "leading edge" response mechanism which would fit in with the store's image of offering the latest and best equipment. QR codes would also:
 - Foster customer engagement
 - Gain valuable marketing data, such as email addresses, for future marketing
 - Provide measurable tracking

Direct mail

With Good Sports getting ready to open their new outlet store in the summer of 2010, a multi-touch direct mail campaign was planned to reach existing customers. Personalized postcards were sent to customers to promote specials and to build awareness for Good Sports and their new outlet store. Common elements that created consistency in the mailers included the Goods Sports logo, map, store hours and specials.

The first mailer, a 6" x 11" postcard, announced the opening of the outlet store and encouraged recipients to watch for the upcoming "Grand Opening" postcard to arrive soon. To gain the attention of recipients the postcard displayed imagery relevant to the store's audience and included

unique name personalization. A second postcard invited customers to the outlet store's grand opening for a day of specials.



In the fall the direct mail campaign continued with a focus on a fall marathon and winter sports. Because Good Sports is an EXPO vendor for San Antonio's Rock 'n' Roll Marathon, an event-specific postcard was developed. This personalized mailer included a unique QR code which took users to a personalized landing page with a pre-populated contact form. Upon submitting their name and email address users received a coupon, a map of the marathon's EXPO booths, and a free gift offer.



QR code led to campaign specific mobile landing page

A promotional postcard campaign was also developed for the end of the winter season. The piece gained the attention of recipients with its large 6" x 11" size, image personalization and relevant graphics based on gender. A custom branded QR code on these cards provided mobile access for recipients to watch a ski video on their smart phones. The video helped bring attention to the winter sale in progress.



Newsweekly ads

To reach people who were good prospects for Good Sports a series of weekly full-page ads were placed in the *SA Current*. The *SA Current* is a free, alternative newsweekly, featuring local writers and critics covering politics, arts, music, food & drink. Their readership mainly consists of adults who are educated and active in the marketplace.

Beginning in June 2010, *SA Current* readers could use a smart phone to scan Good Sports' QR code to receive a valuable coupon. Upon scanning the code, responders were asked to provide a name and email address to receive a coupon via email. After submitting their information, they received an automated thank you message on their smart phones and an email with the coupon. Shoppers now had



the option to print the coupon or simply show the digital coupon on their phones at the store.

Email

Throughout the campaign emails to Good Sports' customer database reflected the same images and messages that were used in the direct mail and magazine ads. These emails helped build awareness of the store and maintained a connection with customers.

Target Audience and Messaging

The target audience for this campaign included Good Sports' existing client base and prospects. As a sporting gear and active lifestyle retail store, Good Sports has a diverse target audience that includes people of all ages, engaged in active, outdoor lifestyles.

The coordinated multi-channel messages helped to differentiate Good Sports from competitors by focusing on the store's unique selling points of quality brand name gear, personalized customer service, and knowledgeable sales staff.

Offers

Each of the communication pieces offered a promotion that would entice customers into the store, drive sales, and allow Good Sports to track redemptions. Examples include:

- Spend \$100 and receive a \$25 gift card for future purchases
- Scan a QR code to receive a coupon for 25% off one item
- Free running socks with purchase of running shoes at Rock 'n' Roll Marathon Expo

List

Promotions regarding the grand opening of the outlet store and end-of-winter-specials were sent to Good Sports' existing customer list. Communications around the Rock 'n' Roll Marathon were sent to Good Sports' house list and a purchased list of prospects who were targeted based on interests in active lifestyles, running and/or marathon participation.

Creative and Outbound Piece

The creative for all the campaign elements – direct mail, email, ads and mobile landing pages – was developed to create a continuous experience for customers and prospects. Photos of outdoor activities and unique image personalization resonated with the target audience.

Reasons for Success

This campaign won the 2011 American Marketing Association San Antonio Marketing Excellence Award in May 2011 in the under \$25,000 budget category (for work that was done through December 2010).

Best practices learned from this campaign are:

- **Coordinate your message across all channels.** Good Sports used consistent images, copy and offers in all their promotions for an optimal user experience and increased brand recognition.
- **Engage your customers with QR codes.** QR codes and similar 2D barcodes offer customers an instant way to get more information about your product, interact with your company and receive special offers. They also provide a way for marketers to track and measure the success of their direct marketing campaigns. Good Sports was also pleased with the innovator image that QR code use projected.
- **Use image personalization to gain attention.** The unique image personalization of the direct mail pieces helped Good Sports stand out amongst the mailbox clutter of its customers. The image personalization also increased the longevity of the direct mail pieces as customers held onto them.