Guide to
MARKETING
with Your POS

RICS
software

USING YOUR POINT OF SALE AND INVENTORY MANAGEMENT SOFTWARE TO YOUR ADVANTAGE

Marketing is an integral part of your business and is imperative if you want to keep customers coming back to your store. That being said, if you're using POS and Inventory Management software, you have all the data you need to employ a personalized and targeted marketing strategy that will help you win.

Follow along with our Marketing Best Practices to get a sense of how you can use your POS and Inventory Management System to do marketing that actually makes you more money!

Know Your Audience

It's increasingly important to show your customer base that you get them. Personalized marketing is more important than ever before, and if you don't understand or know who your client base is, you're probably missing the mark. So how do you get to know your audience and make sure you're marketing to them appropriately?

Know Your Audience

COLLECT CUSTOMER DATA FROM YOUR POS

Collecting your customer information and other details are instrumental in understanding your clients. If you ask the right questions, you have a chance to get all the information (and more) you need to have a solid understanding of each customer. But how do you get information without being too pushy?

Having a capable POS and Inventory Management solution ensures you're able to collect information right at the POS, making it an easy process for your staff. When helping a customer or checking them out, tell them why you'd like to collect their information. A little transparency can go a long way with your client base. Try lines like:

- Can I get your email so we can send you discounts, coupons, and special events?
- Can I take down your birthday so we can send you a coupon during your birthday month?

Divulging how you're going to use their information gives them more of a reason to opt in. And gives you a way to start collecting information about them. After you've collected the basics (name, gender, and email at minimum) you can start collecting other, more detailed information that can help

you classify your audience base. Start adding notes to your customer profile of things like:

- Needs (achy knees, works in cold temperatures, etc.)
- Interests (running, fashion, soccer, etc.)
- Sizes (always looking for an off-size shoe or only buys Mediums)

ANALYZE THE DATA

Taking a closer look at the data you already have on your customers can help you with several marketing initiatives including:

- Improving in-store experience
- Creating segmented marketing campaigns
- Identifying top customers

When you know who your customers are, what they want, and what they are interested in, you have a better chance of providing them with a multi-channel shopping experience they can appreciate.

Personalization

It's no secret that the most recent trend in marketing revolves around personalization. With Millennials on the rise and so many companies competing for shoppers' attention, it's important that you are taking the time to make your customer feel like 1. You get them, and 2. You appreciate them.

If you're sending out the same emails, coupons, and events to your entire client base, you're not only missing out on sales in the moment, but you risk the chance of losing a customer all together.

Personalization

SEGMENT YOUR MARKETING

Using the data you've collected from your customers, you're able to run reports that can segment your clients based on the information you've collected. You should be able to run reports that can filter by:

- Location
- Gender
- Shopping Behavior
- Birthdays
- And more

Use these segmentations to create meaningful email or mailer campaigns for your clients. These campaigns can be centered around events, discounts, sales, or even new items that fit your clients' needs.

Quick Tips for Running an Email Campaign

1. Develop the targeted campaign's content (i.e. Ladies' Night)
2. Pull a customer report of all your female clients emails
3. Set up email with customer email addresses in your email marketing software
4. Send your campaign and track participation

COUPONS

It's no surprise that customers love coupons. Who doesn't love getting something they want at a lower cost? But coupons don't have to only be a good thing for customers.

Coupons aren't just about rewarding the customers anymore (though that's a great way to keep customer engaged). Effective use of coupons in your marketing strategy can assist in getting rid of excess inventory and build excitement and engagement around a new product.

Your Inventory Management system even allows you to track the success of coupons. Attach promo codes to coupons to track and measure your advertising ROI. Simply use a different code for each ad outlet so you can see exactly how many sales each campaign generated. This way you can see what campaigns are working and which ones may need a little refining.

Quick Tips for Deploying Coupons

- When you're trying to quickly liquidate items or move excess inventory, send out a coupon to your frequent shoppers that can be used on newly reduced items or a specific product. This way you're rewarding them for shopping and moving inventory to make room for more profitable pieces.
- When you want to create new buzz around a product, send a new item email with a coupons to customers who've purchased similar products to entice them to stop in and check it out.

Personalization

FREQUENT BUYER PROGRAMS

Even though coupons are a great way to offer one-off rewards to customers, you still need to consider developing a Frequent Buyer Program that is more systematic and dedicated to rewarding customers. Keeping customers happy and making them feel appreciated is a huge factor in customer retention.

This may seem like a difficult program to establish, but chances are, your POS and Inventory Management software has Frequent Buyer Programs built in. A proficient system will give you multiple options for calculation methods that might include:

• Buy quantity and get dollars equal to average price of items purchased

• Buy dollars and get dollars off

• Flat percent discount

• Buy quantity and get percent off next item purchased

• Buy dollars and get percent off next item purchased

Most programs are highly-configurable, which allow stores to reward loyalty by offering discounts to customers who have purchased multiple products from the store.

After you've set up your Frequent Buyer Program, you can export data to track redemption of customer rewards. This information can help you determine the rate of return and identify where target marketing can be used to drive in return business. You can also attract customers back into the store by promoting their expiring rewards to create urgency for the customer to redeem the earned reward.

After you've set up a Frequent Buyer Plan, it's important to:

• Educate your staff on the program

• Recruit your current customers

• Sign up new customers

• Use email marketing to entice customers to use rewards

Marketing is an important part in attracting new customers and retaining current customers. In order to stay competitive, you have to be collecting customer data, offering a personalized experience, and rewarding your customers. With the help of your POS and Inventory Management software and these best practices, you'll be able to do just that and track your own success!

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