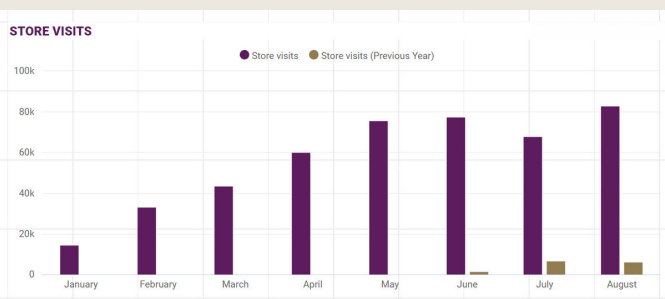




DIGITAL MARKETING CASE STUDY

Lodestar Marketing Group Increased Awareness of Weekly Grocery Ads and Specials, Increased Store Visits, & Online Orders for Multi-Location Grocery Store Chain.

RESULTS



STORE VISITS SHOWED SIGNIFICANT GROWTH WITH THE ADDITION OF DIGITAL MARKETING



"Since 2000, Lodestar has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

SARAH SCHWITTERS

Lodestar Marketing Group

INTRODUCTION

This multi-location grocery chain was using traditional newspaper inserts and mailers to inform customers of their weekly specials. The printed flyers and direct mail were progressively getting more expensive. The grocery chain wanted to leverage digital marketing to notify customers of their weekly specials. They also wanted to leverage digital marketing to reach new customers.

PROBLEM

Printed flyers and direct mail were becoming cost prohibitive. The grocery chain felt that many customers were not seeing the information as it was getting tossed as junk mail. Both the grocery chain and its direct mail partner had no experience with digital marketing. They needed to find a digital marketing agency that could help them move into this new marketing channel.

SOLUTION

The grocery chain selected Lodestar Marketing Group due to its proven results with multi-location retailers. Lodestar developed a comprehensive digital marketing program, including paid search, remarketing, performance max, display, and paid social. The strategy included the following types of campaigns: "always on," weekly grocery deals, and online ordering.

Within 90 days, the grocery chain saw explosive growth in store visits and was able to stop the printed flyers and direct mail. With the new digital marketing campaigns, the grocery chain felt confident that customers were getting the information they needed about the weekly specials. Operationally, they were able to achieve results through digital marketing at a fraction of the cost of the printer flyers and direct mail programs.

CONCLUSION

Lodestar Marketing Group helped this multi-location grocery store chain transition from printed flyers & direct mail to digital marketing campaigns. The company saw increased store visits while reducing its costs. Lodestar Marketing Group is dedicated to finding effective solutions for all our clients to help them reach their marketing goals.