

SO-LO-MO Central

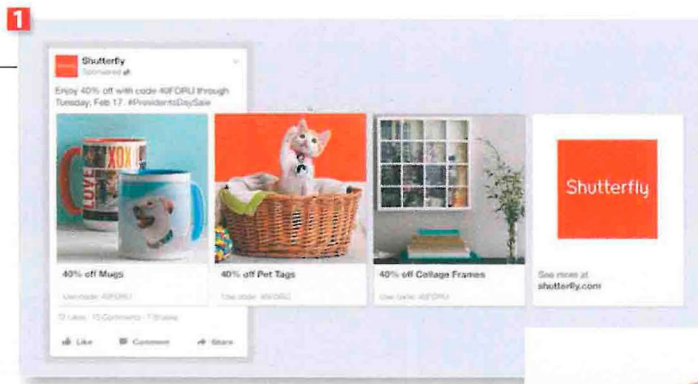
A roundup of *social*, *local* and *mobile* marketing activity at retail



Dan Ochwat, on the So-Lo-Mo beat since 2011, served as an editor of *Shopper Marketing* for nine years. Send comments and So-Lo-Mo news to solomo@p2pi.org.

SOCIAL

1 Facebook launched a feature called "product ads" in February, giving advertisers a chance to target Facebook users by highlighting specific products with prices and photos in the ad. It's a type of ad largely dominated by Google Shopping ads (essentially the slate of product ads that blanket your page when you search for a product name on Google). As Facebook edges into this world, advertisers can promote a few products or an entire catalog. They have the ability to curate the ads as they see fit. The ads target by a Facebook user's location, listed interests and history of visiting that product website or mobile site. The ads can be spread across online, mobile or tablets.



...social ads.

2 Amazon.com has launched a way for any brand or person to host a sweepstakes to drum up social interest. Called "Amazon Giveaway," the self-service tool is run through Amazon.com. A user who wants to host a promotion finds an eligible product to give away on Amazon.com and purchases it. At the bottom of the product detail page, there's a button to designate it as a giveaway item. (The only limit is 50 prizes a day or a value of \$5,000). The host can customize how to handle the promotion, shipping, how it's awarded, etc. They're also tasked with promoting the giveaway through social channels or the manner they choose. To launch the service, Amazon teamed with participating brands for hundreds of giveaways that can be found on Twitter, Instagram, Facebook, Pinterest and Snapchat under a *#amazongiveaway* hashtag.

Run promotional giveaways to create buzz, reward your audience, and grow your followers and customers.

Stay up-to-date Find #AmazonGiveaway Frequently asked questions

How it Works

For the host

- Select prize**
Choose from millions of eligible items sold on amazon.com on your computer
- Set up giveaway**
Complete a two-step wizard to set up your giveaway and purchase prizes
- Receive link**
Your giveaway is created and a unique link is emailed to you

...give it away.

3

HEALTHY SAVINGS Sponsored by **UnitedHealthcare**

"I love the time-saving tools that save me money."
Mobile access, grocery lists, reminder emails...and more.

New User? Click Here | Already Registered? Login Below

Username: _____
Password: _____
 Keep me signed in

Forgot Password? | Forgot Username?

This week's savings: **\$123.85**

...weekly offers.

LOCAL

3 Wisconsin shoppers enrolled in a **United Healthcare** insurance plan receive a Healthy Savings card and have access to weekly preloaded coupons and discounts for any of the 119 Roundy's Supermarkets located in their state. The weekly offers can be viewed at www.uhcwihealthysavings.com, which is optimized for mobile phones. The weekly list of offers will be emailed to users so they can access incentives in-store. With UnitedHealthcare being an insurance carrier, there's an emphasis on healthy foods that are being discounted and are measured by the Guiding Stars nutrition system. **Solutran**, Milwaukee, powers the digital program.

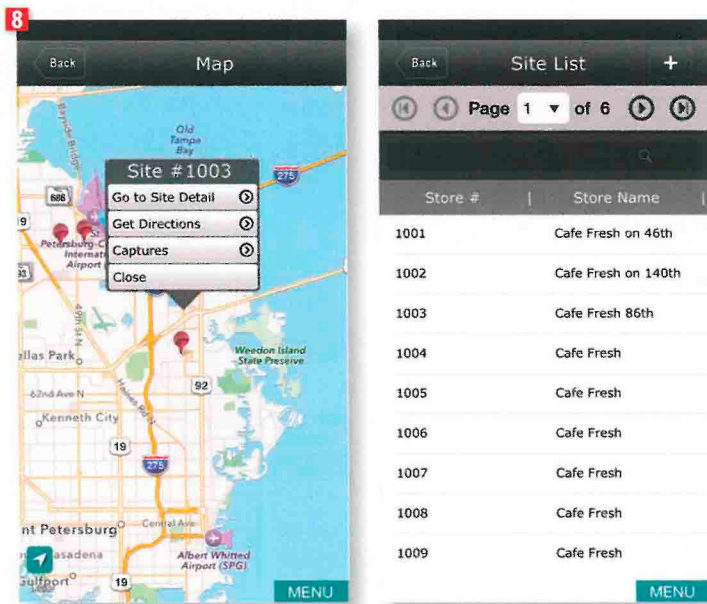
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4 Subway tested a location-based promotion run at 46,000 locations in Canada. Customers who logged into the Subway Wi-Fi received a notification for a free six-inch sub. The coupon could be shown at the register. The idea of using the Wi-Fi system, according to a press release from Subway, is to remove punch cards as a loyalty driver. Anytime a customer enters a store and joins the Wi-Fi, they can receive coupons or offers. Subway teamed with **Turnstyle Solutions**, Toronto.

5 Viggle Inc., New York, and its Viggle entertainment rewards app have partnered with **inMarket**, Venice, California, tapping into the latter's beacon platform at retail stores. Offers from beacons will be personalized toward a Viggle user's specific tastes. The app works by rewarding a user whenever he watches TV or

...digital connection.

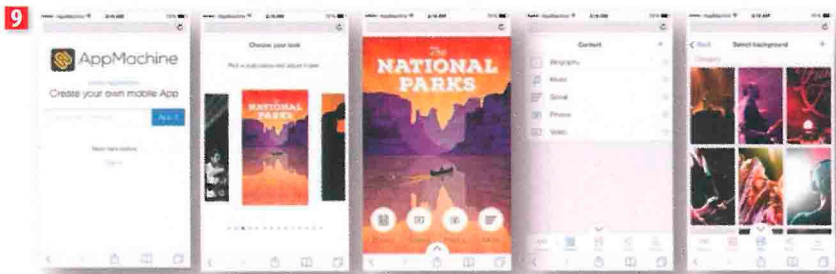


...help in the field.

MOBILE

8 **GSP Inc.**, Clearwater, Florida, operators of the Accustore intelligence platform for retailers, launched an Accustore mobile app to empower field teams to gather data such as market conditions, execution, compliance and competitive pricing. Users can perform surveys and store walks without Wi-Fi; the app stores data to complete tasks offline when necessary.

9 With the goal of helping small businesses build their own mobile apps, **Endurance International Group**, Burlington, Vermont, partnered with Netherlands-based technology developer **AppMachine** to create "Instant App Machine." A user can build a custom app from a smartphone, tablet or desktop. The tool at AppMachine.com scans company websites and culls information found online to beef up an app, and then users can customize and look through pre-coded building blocks built into the tool. Once the app is finished and a user publishes it, they then pay the developers. There are different levels of monthly payments based on the level of features, such as design features and even analytics.

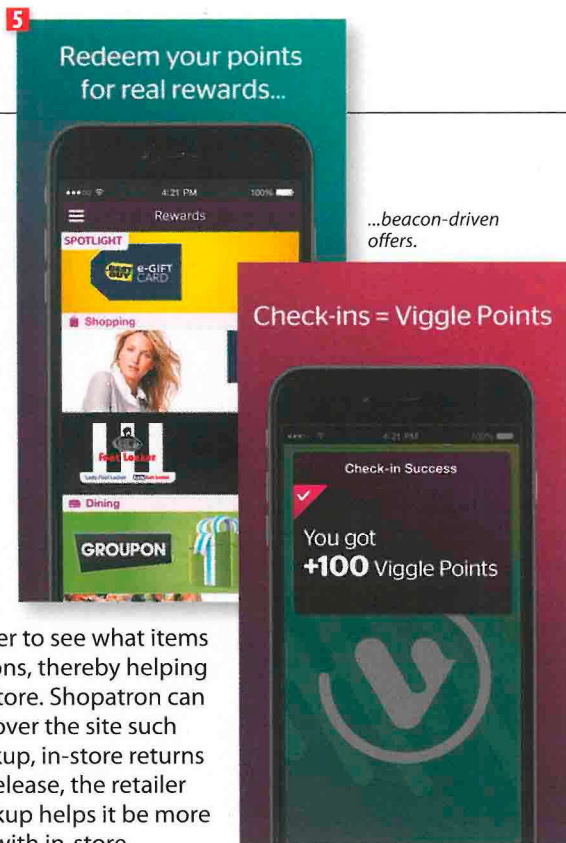


...building blocks.

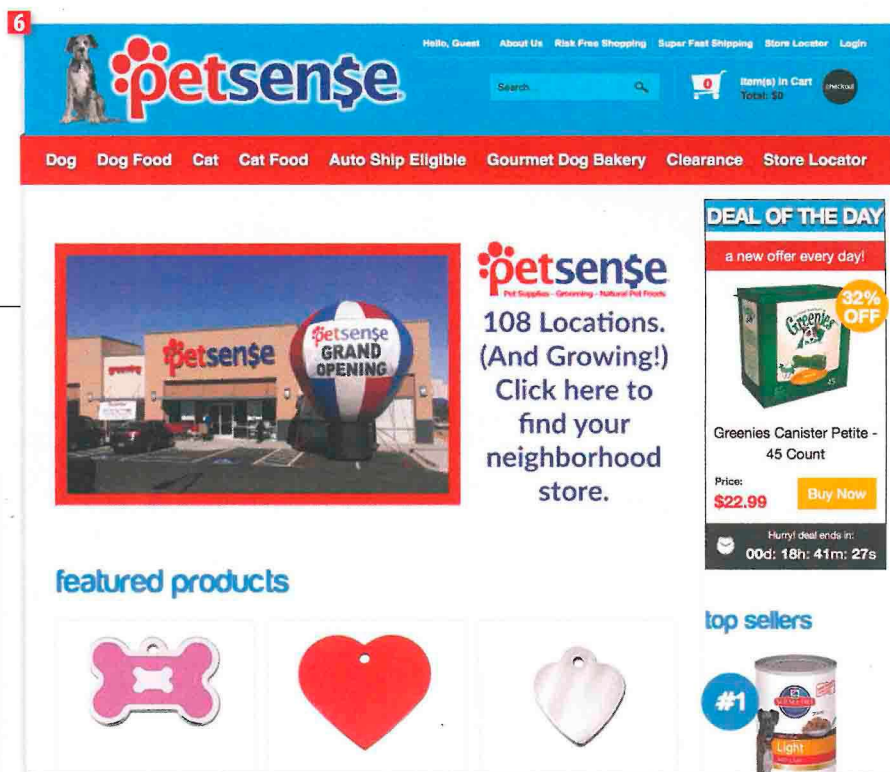
listens to music. The person "checks in" over the app by selecting a show or song, and the app listens for it to confirm. Points increase while the show plays. Users stock up on points and redeem for gift cards at retailers like Best Buy and Gap.

6 Specialty pet retailer **PetSense** teamed with **Shopatron**, San Luis Obispo, California, to implement an inventory lookup and analytics tool into its e-commerce site that enables the retailer to see what items were searched for at what locations, thereby helping to inform merchandising in the store. Shopatron can also manage fulfillment options over the site such as same-day pickup, in-store pickup, in-store returns and more. According to a press release, the retailer believes a tool like inventory lookup helps it be more omnichannel in bridging online with in-store.

7 While **Ace Hardware Corp.** offers in-store pickup, the cooperative is testing at-home delivery to homes within five miles of its locations. The company says that 61% of consumers live within five miles of an Ace store. The retailer is piloting Ace Express Delivery in 33 stores in Florida, Illinois, Colorado, Maryland, Texas and Arizona. Customers find products at AceHardware.com, and an Ace store associate delivers the order for a \$5 fee. Same-day delivery for a hardware store is especially crucial because often consumers find it frustrating when working on a project and realize they're missing an item, or maybe they can't fit certain materials into their car.



...beacon-driven offers.



...inventory tool.



...pilot program.