



OUR
BEAUTIFUL
BOROUGH

**FINE
FOOD
& DRINK**
STAFFORD BOROUGH

OFFLINE VISIBILITY IS STILL RELEVANT AND BENEFICIAL

Marketing campaigns using offline channels are still a fundamental aspect of many food and drink marketing strategies. The importance of digital marketing may be true for a specific target market, yet some of the best promotions happen offline. Bars and restaurants have been doing offline print marketing for a long time and it has consistently been successful. It's a 'tried and tested' method of advertising and there is not much you can't achieve. Here are a few 'whats' and 'whys'.



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WHAT TO DO

THE POWER OF PRINT

Leaflets and flyers are popular amongst smaller businesses. Use them as invitations to special events, coupons for offers and as information-givers for your new promotions. Distribute them in areas that customers frequently visit. Put them inside newspapers and magazines or stack them in that popular cafe around the corner. Banners and posters can appear in windows, reception areas or on market stalls and are perfect for raising brand awareness. If you need more space to tell customers about your product or service,

then multi-page booklets and brochures are ideal. In addition to your core offering, include information about your business, its history, what it stands. All great ways of improving customer engagement and brand loyalty.

FACE VALUE

Networking events, conferences and exhibitions provide great ways of meeting potential customers face-to-face. They help to build long-term relationships as well as raise awareness of your business. Networking is about sharing, forming trust

and helping one another achieve goals. Regularly engaging with suppliers as well as customers, and finding opportunities to assist them, helps to strengthen the relationship. Exchanging information on challenges, experiences and goals is a key benefit of networking because it allows you to gain new insights that you may not have otherwise thought of. Regularly attending professional and social events will help make your face known so don't forget to add business cards to your list of printed collateral too!

WHY DO IT

HIGHER AUTHENTICITY AND FASTER FEEDBACK

Offline marketing creates a sense of authenticity. It's all about connecting with people without depending on digital devices. You can interact with people as you distribute your leaflets or hand over your business card. You can immediately come to know what aspect of your product or service was liked by the customer and, just as importantly, what feature was disliked. This will ensure that you can start

working on the improvements to your product or service immediately.

BUILD RELATIONSHIPS AND BRAND LOYALTY

If you want the people in your area to regularly use your services or products then you must invest in offline marketing. It gives a wonderful opportunity to establish customer relationships which, in turn, increase customer loyalty. People like businesses that take time to interact

with them rather than businesses that appear impersonal or aloof. Be prepared to invest time and effort in targeting the right marketing collateral at the right audience. Give your strategies the time they deserve. Offline marketing is not always easy, but will surely be beneficial to you, as it has been for so many others.

Now you know the benefits of offline marketing, make sure you incorporate it in your future marketing and promotional campaigns.



HM Government



SOURCE: BUSINESS TOWN / MICHAEL PAGE