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## Positive Results Case Study



# Baesler's Market: Interactive Tactics Spur a 10-Fold Increase in Customer Response

## Problem

Bob Baesler, owner of the independent grocery Baesler's Market, discussed the ongoing effort to maintain market share against the store's competition.

"The problem with the product that we sell, which is groceries, is that there are a lot of other formats now that are selling groceries that actually, even a few years ago, weren't - dollar stores, we always had convenience stores, Walmart, and restaurants. So there are a lot of people that sell food in this marketplace."

Baesler said the business has always depended on print advertising as its main form of advertising. But now, in an effort to maintain market share, they felt like they needed to expand that and approach advertising from some different angles.

## Solution

Baesler explained, "One solution that we felt would be helpful would be to try to get as many of our customers' eMail addresses, so we could communicate with them more affordably, for one reason. So many people have an eMail address and look at it daily, unlike the print advertising, which wasn't working quite as well as it had previously.

"We use our eMail addresses - and we've been tying it to holidays. With Labor Day coming up we will send out an eGram. It's got recipes. It ties into our weekly ad. We also incentivize the customer with Pump Perks savings. It's been very well received. We've been doing that for about the last two years. Customers seem to like it, and our eMail addresses, or our database, continues to grow."

## Results

Baesler said previously with print, when the store would put coupons and that type of thing in the paper, it would realize about a 3 to 5 percent redemption rate. "The results we've found, with the help of MillerWhite, by communicating with our customers through interactive marketing with our eDatabase and with Facebook, the response has been 35 to 50 percent," he explained

"With Facebook - and we just started our page about two months ago - right now we're up over 1,000 friends on Facebook. The communication that we've received through that has been very helpful to us - mainly items customers are requesting that they either used to buy here or they've bought somewhere else and would like for us to get for them. So that has been very helpful."