



Store Locator Tool: An In-Depth Look

Executive Summary

▶ The Concept

- ▶ A locator application that helps site visitors find the distributor they need at the precise moment requested. The tool needs to create the ideal user experience by allowing the engage with the site, share on social networks, and receive emails and text messages.

▶ The Opportunity

- ▶ Outside vendor cost eliminated
- ▶ In-house solution; all code and data can be monitored by our own staff.

▶ The Potential

- ▶ E-commerce: customers can look up a product, see what stores carry it, and then be presented with numerous ways to get said product.
- ▶ Company/Distributor relationship growth: adding value to landing pages, such as financial snapshots.
- ▶ Showrooming: customer sees product online and purchases it at the store
- ▶ Webrooming: customer sees product at the store and then opts to buy it online.
- ▶ Leads for sales force: sales team automatically get new leads when customer requests information.
- ▶ Mobile marketing growth: use of SMS messaging to market to customers opens up a new avenue to gain profits and leads.

What We'll Cover Today

- ▶ **Future**
- ▶ The UX Process: Findings
- ▶ The Solution
- ▶ Costs
- ▶ The Plan
- ▶ Features
- ▶ The marketing strategy:
 - ▶ Social
 - ▶ Email
 - ▶ Mobile
 - ▶ Lead generation
 - ▶ Customer engagement
 - ▶ SEO (*local and organic*)
 - ▶ Web Analytics
- ▶ The reveal
- ▶ Schedule
- ▶ Sales and marketing benefits
- ▶ Questions?

The UX Process

What was discovered

- ▶ **The experience to get a customer to drop in wasn't "effective"**
 - ▶ The tool gets the job done, but it doesn't give me the motivation I need to buy from you.
- ▶ **I can't save my store as a preference**
 - ▶ Find out relevant information quickly about the store that I frequent the most.
- ▶ **Search/filtering functionality missing**
 - ▶ Only certain stores that offer certain features are sometimes needed, or I need to be able to manipulate the data my own way. This tool doesn't offer that.
- ▶ **Ability to use other people's feedback toward purchases.**
 - ▶ With reviews, it will ultimately drive the purchase and hold merchants accountable for customer treatment.
 - ▶ "Product pages that have ratings and reviews generate conversion rates that are five times bigger than pages without customer comments. Reviews build trust with customers." Source(Internet Retailer, June 2014).
- ▶ **No store detail**
 - ▶ Sometimes the user needs more than just the address. A store with its own page providing detailed information helps.

The solution:

A NEW in-house distributor locator

- ▶ Customers

- ▶ Will new customers due mainly to updated look, feel

- ▶ Transactions

- ▶ More info about distributors will lead to more transactions at stores.
- ▶ **Future:** A product look-up tool that will allow customers to see products at Panduit.com and buy directly from there (“webrooming”)

Costs

	2015	2016	2017
Cost per acquisition			
Cost of technology <small>(hardware, services, etc.)</small>			
Mobile Implementation			

The Plan

- ▶ Create a new tool that populates data based on user's location
- ▶ User will be able to manipulate data as they set fit, rather than being "forced"
- ▶ A ton of new features for customer to engage with and share with others

Features

- ▶ Autofill: customer can enter information, and a list of like names populate
- ▶ See top searches
- ▶ See most viewed pages
- ▶ Can opt to just see locations near
- ▶ Search all locations in database
- ▶ Option to view map or turn off
- ▶ Listing of preferred distributors
- ▶ Ability to see results near you, by distributor type, all locations based on what state you're in, or by country
- ▶ Featured Distributor with financial snapshot
- ▶ Recently viewed pages
- ▶ Browse/Narrow results
- ▶ Get contacted by the store
- ▶ Add location as favorite
- ▶ Share/like on social networks
- ▶ Ability to rate and review stores
- ▶ Print, email, and text directions

The Marketing Strategy: Digital and Traditional

▶ Email:

- ▶ Users receive an email once they fill out the “Get Contacted” form. This email contains relevant information about their area.
- ▶ Users can also receive an email when they want to be alerted about new locations in their area.
- ▶ Users can also receive email sent that include directions.

▶ Social:

- ▶ Users can share info about a store on Facebook, LinkedIn, Twitter, and GooglePlus (*more can be added if needed*).
- ▶ Users can also like a store on the detail page.
- ▶ Twitter cards: When page is tweeted, an image accompanies the tweet that drives traffic back to the website.

▶ Mobile:

- ▶ Users can enter their mobile number and get directions texted to them.
- ▶ Users can enter the mobile # and get the link to the app texted to them.

The Marketing Strategy, continued....

▶ Lead Generation:

- ▶ When users enter information, the information is sent to the database. Admin can forward information as needed to staff.
- ▶ **Future:** leads automatically feed into CRM

▶ Customer engagement:

- ▶ Customer can share information about the locator with their social networks.
- ▶ Customers can like locations.
- ▶ Twitter Cards drive traffic back to the website
- ▶ Customers can see/submit reviews about locations.

▶ SEO:

- ▶ Each page will dynamically generate SEO tags based on Schema.org structure.
- ▶ Data can be manipulated in Admin tool.



The Marketing Strategy, continued....

▶ Web Analytics:

- ▶ Each page will include GA tags to effectively monitor visitor activity/flow.

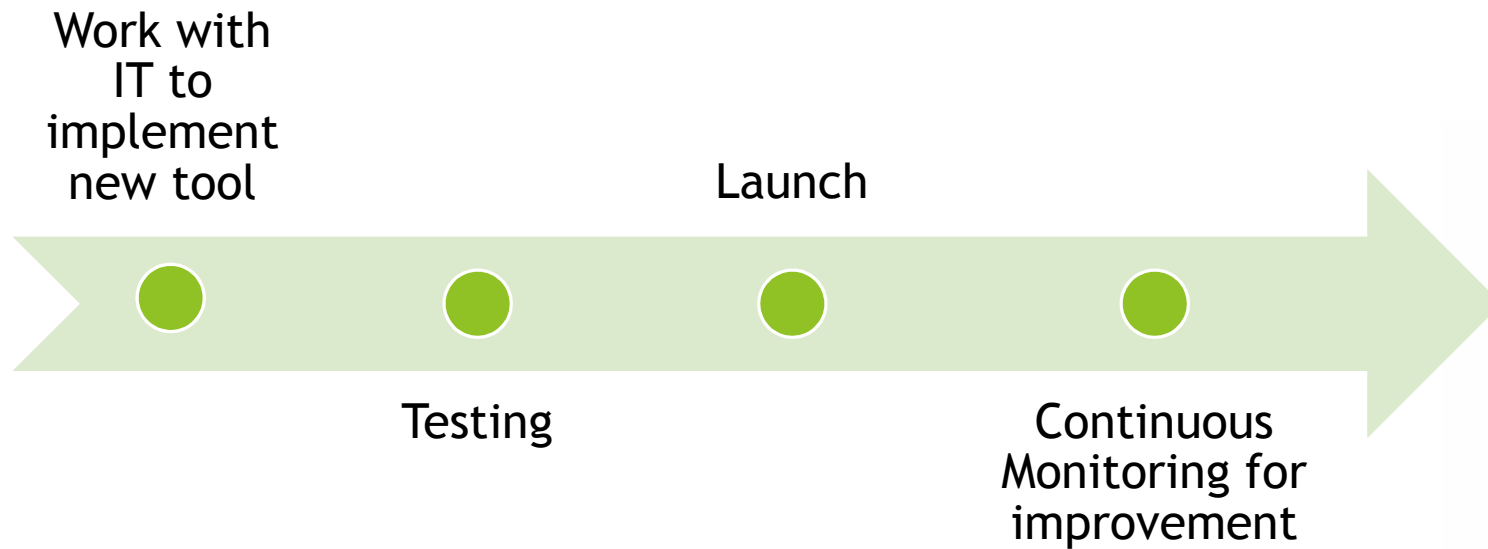
▶ Website:

- ▶ Links distributed throughout site to determine effectiveness
- ▶ Form included in Need Help box where users can find a distributor without having to go directly to the page.

Proposed new tool:
the reveal



Schedule



Sales and Marketing Benefits

- ▶ New “toy” to present when selling Panduit products
- ▶ Plethora of ways to market to leads



Questions?

