



DATA-DRIVEN MULTI-CHANNEL MARKETING SOLUTION

STORE MANAGEMENT



What Is Store Management?

Store/Franchisee Management is the most exciting feature in the ZinMobi platform for large retailers and fast food groups. Particularly those which offer a level of marketing autonomy to Franchisees or Store Managers. Head Office has control of the entire customer database but Franchisees or Stores Managers only have use of the data which is linked to their own store. This

facilitates two levels of marketing. Firstly, Head Office can send national campaigns to anybody in the database and secondly, local stores can create and run local marketing campaigns which are relevant to a local audience (e.g. village/town fairs, sporting events relevant to local people, concerts, events, local news, etc.).

[Continue Reading to find out
How to Use Store Management →](#)

Head Office View of Define Audience Step

Send To Individual Number
 Send Based on Search Filters
 Send To Entire Database

First Transaction Date
 Last Transaction Date
 Total Visits
 Total Spend
 Birth Month

Athy
 Crumlin Rd.
 Donnybrook
 Drumcondra
 Glasnevin
 Gorey
 Store
 Kilbarrack S...
 Killester
 Lucan
 Naas
 Newbridge
 Nutgrove
 Raheny
 Ringsend
 Stoneybatter

Estimate of Selected Audience **14,882**

Key Points:

- Head Office have full control over the entire customer database.
- Head Office can send National Campaigns to the entire database or selected store locations.
- Head Office can give Local Stores access to their own database of customers. i.e. Customers linked to that store.
- Head Office can grant Stores full autonomy to send marketing messages or can make [Message Approval](#) a requirement for all or selected Stores.

Store View of Define Audience Step

Send To Individual Number
 Send Based on Search Filters
 Send To Entire Database

First Transaction Date
 Last Transaction Date
 Total Visits

Estimate of Selected Audience



How much autonomy do Franchisees / Store Managers have?

You can give Franchisees or Store Managers full autonomy to market as they please or you can screen messages for approval or rejection before they send. You can even choose which stores to grant full autonomy to. In the instance of screening being activated, once a Franchisee/Store Manager creates a message Head Office is notified that a message is waiting approval. They can then approve or reject the message. If the message is rejected the Head Office user is asked to briefly explain why. The reason for the rejection is then emailed and text to the Franchisee/Store Manager.

Messages for approval.

Status	Date	Time	Count	Store	Details	Functions
Pending Approval	03/12/2015	19:00	5,507	Drumcondra	Per Message Credit: 2 Message: Good News - Perfect Pizza Drumcondra is now open until 3am every Thursday, Friday and Saturday this December in the build up to Christmas! Unsub txt REMOVE to 50015.	Approve or Reject
Pending Approval	15/11/2015	15:30	3,842	Newbridge	Per Message Credit: 1 Message: Order online from Perfect Pizza Newbridge Sun - Thurs this week and get 20% off when you enter code (bkCoupon) at the checkout. Unsub txt REMOVE to 50015.	Approve or Reject
Pending Approval	13/11/2015	16:30	4,828	Raheny	Per Message Credit: 2 Message: Treat yourself this weekend to any Large Pizza + Chicken Dippers + a can of Coke + FREE delivery for only €14.99 when you mention this text at Perfect Pizza Raheny! Call 667185721 to order. Unsub txt REMOVE to 50015.	Approve or Reject



✕

Message:

Good News - Perfect Pizza Drumcondra is now open until 3am every Thursday, Friday and Saturday this December in the build up to Christmas! Unsub txt REMOVE to 50015

Reason for Rejection:

Hi Paul. Please give me a call this afternoon. I'm cancelling this message because I thought we had agreed that you would be staying open until 4am Fridays and Saturdays, not 3am. 3am on Thursdays are fine.

Confirm
Cancel

How do Store Friendly Bookmarks work?

Store Friendly Bookmarks allow Head Office users to populate outgoing SMS and Push notifications with store data (e.g. Store Name and Store Phone Number) relevant to each customer being targeted.

This is the perfect solution for when sending large marketing campaigns to customers who shop in different stores. By removing the need for Head Office users to create individual messages for each store, ZinMobi has been saving our clients hundreds (sometimes thousands!) of man-hours per year!

Step 1: Write Your Message

The interface for writing a message includes a text area with a template: "This weekend @ Perfect Pizza {bkStoreName} get Any Large Pizza + FREE Delivery for ONLY €10. Call {bkCallToOrderNo} to order." Below the text area, it shows "Valid to Sun. Unsub txt REMOVE to 50015", "Characters Remaining: 312", and "Per Message Credit: 1". A note states: "NOTE: By law you must finish your message with unsubscribe info. For ROI numbers use 'Unsub txt REMOVE to 50015'." To the right, a box titled "Available Bookmarks" contains "Store Name" and "'Call to Order' Number". An arrow points from this box to a mobile phone screen on the right, which displays the final message: "This weekend @ Perfect Pizza {bkStoreName} get Any Large Pizza + FREE Delivery for ONLY €10! Call {bkCallToOrderNo} to order. Valid to Sun night. Unsub txt REMOVE to 50015".

Step 2: Define Your Audience

The audience definition interface has three radio buttons: "Send To Individual Number", "Send Based on Search Filters" (selected), and "Send To Entire Database". Below are several filter options, all of which are unchecked: "First Transaction Date", "Last Transaction Date", "Total Visits", "Total Spend", and "Birth Month". A section for store locations includes a "Store" checkbox (checked) and a grid of location checkboxes: Athy, Drumcondra, Raheny, Crumlin Rd., Glasnevin, Killester, Ringsend, Donnybrook, Gorey, Lucan, Newbridge, and Stoneybatter. At the bottom right, it shows "Estimate of Selected Audience" as 14,882.