

DATA-DRIVEN MULTI-CHANNEL MARKETING SOLUTION

STORE MANAGEMENT





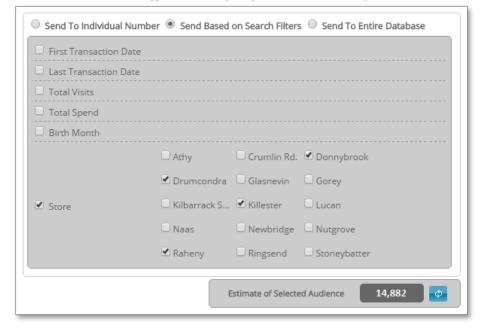
What Is Store Management?

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 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** →

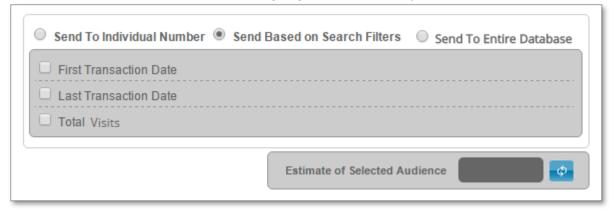
Head Office View of Define Audience Step



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 <u>Message Approval</u> a requirement for all or selected Stores.

Store View of Define Audience Step

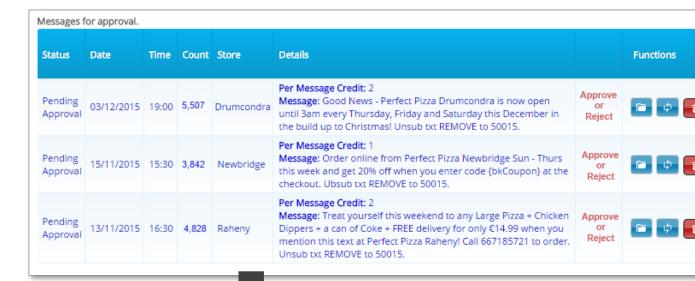


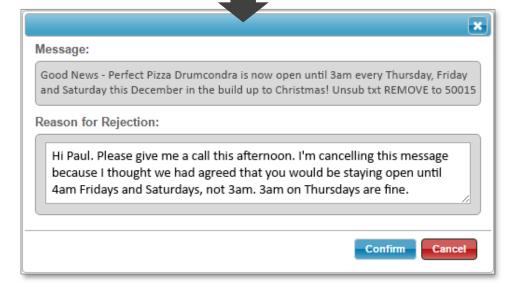




How much autonomy do Franchisees / Store Managers have?

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 Franchisee/Store Manager.



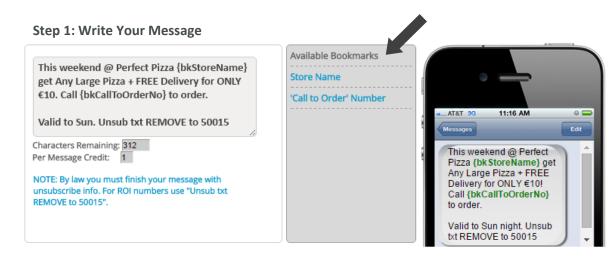




How do Store Friendly Bookmarks work?

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 manhours per year!



Step 2: Define Your Audience

