Background

- Walgreens has 8,000 stores – 2/3 of US population lives within 3 miles of a store
- Mobile is used to:
  - Drive in-store traffic
  - Enable multi-channel marketing
  - Reward in-store visits
- Customer convenience is the primary goal
- In-store experience begins outside the store
  - Data shows multiple channel contacts for 1 transaction
The Social

- Twitter presence
- Facebook Print tool
- Foursquare check-in

- 70% of mobile phone owners take pictures with their phone
The Local

- Facebook photo Order
- Foursquare promotion
- Providing reasons for consumers to check in – offers movie
- Prescriptions
  - Fill
  - Transfer
  - Refill
- Most Walgreen customers order online pick up in store
  - 97% photo
  - 98% Prescriptions
The Local

• Don’t forget the web site as resource
  – Search
  – Navigation
  – Store location
The mobile

- Functionality is packed into a single app
  - 12 functions
- Consumer can choose
  - Mobile site
  - Mobile app
- Text alerts growing rapidly
  - faster than email
Results

- New features added to app in 2011 increased number of users by 500% over 2010.
- Mobile scanning has enabled Walgreens to run the largest retail coupon program in the USA.
- 3 million visits a week to mobile properties.
- Awarded Webby Peoples Voice honor for best integrated mobile experience and best shopping from a mobile device.
Results

• 40% of online prescription refills come from mobile

• Customers who engage with Walgreens through more than one channel are 3 times more valuable than customers who only interact in store

Abhi Dhar CTO eCommerce Walgreens
Takeaways

• SoLoMo focuses on **consistent customer experience across all touch points**, moving beyond silo/platform/program focus

• Internal connection/alignment powers SoLoMo marketing

• SoLoMo is only successful if you engage
  
  — Consumers think choice, convenience and control

• Integration is key—providing options for consumers to choose how to engage – with brand, with each other
Like what you see in this case study?

Strategic Marketing Solutions can devise YOUR integrated multi-channel marketing plan, custom-crafted for your business.

Ready to discuss your marketing plan?

Call Joe at 804-360-0038.

Want to see more?

• Read Putting SoLoMo into Practice: A Nike Case Study. (http://www.strategicdriven.com/marketing-insights-blog/putting-solomo-into-practice-a-nike-case-study/)

• OR...Check out our Starbucks Case Study... just click the green graphic! (or go to http://www.strategicdriven.com/sbux-landing-pageform/)