



LAM GUIDE

We've designed this LAM guide for you to help you better understand Local Area Marketing and to get the best for your business. Below are three steps to show you what makes a successful LAM campaign and how you can achieve it. We'll also have a quick look into each step a bit more.

- STEP 1:** UNDERSTAND your customer and competitors.
- STEP 2:** Making a plan for success using SWOT analysis.
- STEP 3:** Develop your LAM plan.

STEP 1.1: UNDERSTAND YOUR CUSTOMERS

Take a minute... Be a customer for a day. Walk into your store with fresh eyes, look at the presentation of the store, the cabinet, taste a meal and examine your team's service. Below are a few options of customers we can expect. **Choose up to three which best represent your customers (1 being your regular customers).**

							
Young adult living at home	Young independents	Young families	Middle aged families	Mature families	Mature independents	Early seniors	Late seniors
Mature children living at home	Living alone and group households/couples in apartments	Families with children or couples living in houses	Families with children or couples living in houses	Families with older/adult children	Couples or living alone	Persons aged 65-74 years old	Persons aged 75+
18-44 years old; median age 21	18-44 years old; median age 27	18-34 years old; median age 32	35-44 years old; median age 42	45-64 years old; median age 47	45-64 years old; median age 58		
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- Who are my current customers?
- Who are my potential new customers out there?
- Are they families, singles, young people, seniors, students, tourists, high income, low income?
- What are my top selling and lowest selling items?
- What are the busiest and quietest parts of the day in-store and in the local area?

Considering all the above points will help you connect with customers, understand what they're looking for in their local cafe or restaurant and develop the right kind of LAM activities that will appeal to them.

DID YOU KNOW...

It is 5 times more expensive to gain a new customer than keep an existing one!



STEP 1.2: UNDERSTAND YOUR COMPETITORS

Today's café environment is more competitive than ever, with direct and indirect competitors popping up everywhere. It's important that you understand who your main competition is, what it is that they do best, what kind of customers they attract and how you can counteract this. You can start by identifying your top 3 competitors. **Identify your top 3 competitors below (1 being your biggest competitor).**

Now that you know your competitors. Highlight what each competitor's strengths are and what they do better.

COMPETITOR 1.

Strengths:

COMPETITOR 2.

Strengths:

COMPETITOR 3.

Strengths:

STEP 2: MAKING A PLAN FOR SUCCESS USING SWOT ANALYSIS

A SWOT analysis is a straightforward model that helps you evaluate your store's greatest strengths, weaknesses, opportunities and potential threats to provide insight into the potential and critical issues that impact the overall success of your business. Please download the SWOT analysis sheet from TCC Resource Hub and fill in according to the below.

		HELPFUL	HARMFUL
INTERNAL	STRENGTHS Anything that sets the business apart from the competition	<ol style="list-style-type: none"> 1. What makes your store unique/different from the others and competitors? 2. What resources do you have that gives you an advantage over others? 3. What does your store do well? 4. What is the most successful area? 	WEAKNESSES Any areas of improvement that have an impact on the store internally
	EXTERNAL	OPPORTUNITIES Areas that would improve commercial revenue	THREATS External things that would impact the ability to shop in the store (competitors, location, roadworks, etc.)



STEP 3: DEVELOP YOUR LAM PLAN

Now that we understand our customers and competitors and what they do best, we're going to start looking at the foot traffic in your store. Rank your store's highest transaction growth for the time of day and then day of the week from 1 onwards (1 being the highest).



7am-10am



10am-12pm



12pm-2pm



2pm-5pm



5pm-Close



Monday



Tuesday



Wednesday



Thursday



Friday



Saturday



Sunday

By using the knowledge and information that you have gained in the previous pages, you are now in a better position to finalise your LAM plan. Be as creative and strategic as you can to come up with offers which will achieve the outcome you want based on the review of your store's results.

Q1: WHICH GROUP OF CUSTOMERS DO YOU WANT TO TARGET?

Q2: WHEN DO YOU WANT TO GET THEM INTO YOUR CAFE?

Q3: WHAT OFFERS WILL YOU PROVIDE THEM?

Q4: WHAT MARKETING CHANNEL WILL YOU USE TO PROMOTE TO THEM?
