



Walgreens SoLoMo Case Study

Background

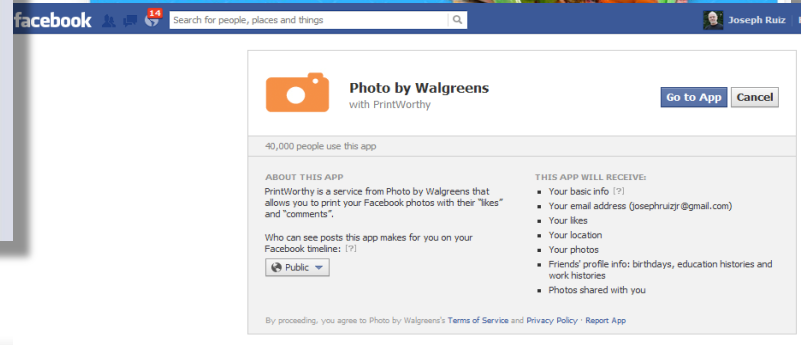
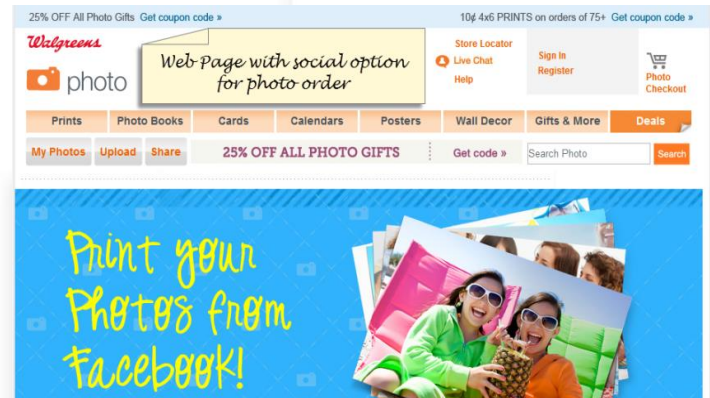
- Walgreens has 8,000 stores – 2/3 of US population lives within 3 miles of a store
- Mobile is used to:
 - Drive in-store traffic
 - Enable multi-channel marketing
 - Reward in-store visits
- Customer convenience is the primary goal
- In-store experience begins outside the store
 - Data shows multiple 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 screenshot shows the Walgreens Photo website interface. At the top, there's a navigation bar with 'photo' and 'Walgreens Website' logos, along with links for 'Store Locator', 'Live Chat Help', and 'Photo Checkout'. Below this is a secondary navigation bar with categories like 'Prints', 'Photo Books', 'Cards', 'Calendars', 'Posters', 'Wall Decor', 'Gifts & More', and 'Deals'. A 'same day pickup' banner is also visible.

The main content area features a 'Photo By Walgreens - PrintWorthy App On Facebook' article. To the left is a sidebar with 'Top Help Categories' including 'Getting Started', 'Your Photos', 'Shopping', and 'Walgreens Photo Center Info & Policies'. To the right is a 'Contact Us' section with phone, email, and chat options.

The feedback form, titled 'Answer Feedback', is highlighted with a red circle. It contains the following text and elements:

Answer Feedback

How easy was it to find your answer?
(1 = Most Difficult, 9 = Easiest)

1 2 3 4 5 6 7 8 9

Was this answer helpful?
(1 = No, Not Helpful 9 = Yes, Very Helpful)

1 2 3 4 5 6 7 8 9

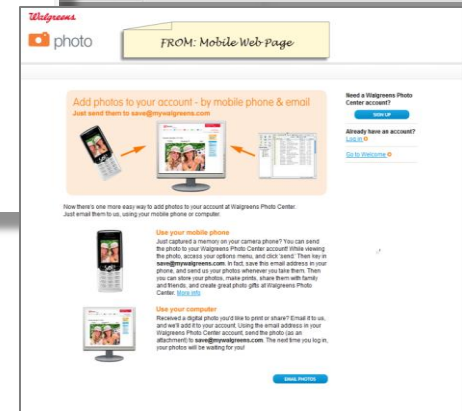
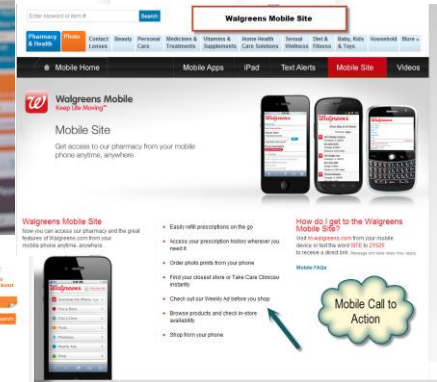
How would you improve this question?

Answers Others Found Helpful

- [Print & Enlargement Photos](#)
- [Uploading photos from your Facebook account](#)
- [Options for Uploading Digital Photos](#)
- [Ordering Prints from your Photo Library or an Album](#)
- [Uploading from the Walgreens iPhone App](#)

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/).
(<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/>)

