

**Dear Newsagents**

XchangeIT are excited to be launching.....

### **The XchangeIT Digital Marketing Project.**

This an initiative that originated at the ANF workshops held in February 2015. Several industry critical initiatives were agreed, one of them being the use of data for more effective promotions.

Therefore XchangeIT has been working on a Promotions idea and is in the process of holding Teleconferences and Newsagent Meetings to introduce the project and give you the chance to provide feedback. If you have not yet been advised of any meetings, you will be notified shortly.

On Tuesday 1<sup>st</sup> December, you will be sent a link to **The XchangeIT Digital Marketing Survey**. **This will take you less than 5 minutes to complete.**

If you have not received the email, please copy and paste this link into your browser and this will take you straight to the survey.

<https://www.surveymonkey.com/r/XITDigitalMarketingSurvey>

#### **Aim of the Project**

The overall aim of the project is to **increase** participating Newsagents' marketing capability, resulting in **increased** revenue.

#### **Aim of the Survey**

Therefore, the purpose of this **XchangeIT Digital Marketing for Newsagents Survey** is to give you the opportunity to contribute to the design of the initiative right from the beginning.

#### **The Concept**

The concept is for you to be able to offer tailored digital promotions based on the demographics and classification type of your store, which will appeal to new customers and increase the basket size of your current customers.

#### **The Mechanism**

Promotions will be offered by existing and new suppliers and in return the supplier will receive the combined sales data for the Newsagent classification so that they are able to fully understand their sales. "Local Promotions", run by yourself will also be designed if newsagents want that capability.

Rest assured, all data used is used in a "chunked up" format, i.e. cumulative sales data to find trends and marketing insights.

#### **Notes**

This will in no way compete with the current promotions offered if you are part of a marketing or franchise group. XchangeIT's aim would be that the Digital Marketing will only **enhance** existing programs.

**This is YOUR CHANCE TO HELP DESIGN YOUR FUTURE!**

Your contribution to this survey will be extremely valuable so that we can design the best solution per **YOUR** feedback.

And there will be the chance to win **one of five \$100 EFTPOS gift vouchers just in time for Xmas!**

So please make a note in your diary for Tuesday 1st December to complete **The XchangeIT Digital Marketing Survey!**

I look forward to seeing the results and thank you very much for taking part.

**Samantha from the XchangeIT Team**