

The Wireless Retailer's Ultimate Guide to Marketing With Pokémon Go



Pokémon Go is taking the world by storm, and the marketing potential for retailers is undeniable. As a wireless dealer, you have the **greatest opportunity** to create a solid business plan around the world's biggest mobile game of all time.



Pokémon Go, The Pokémon Company



Really. A mobile game that requires huge amounts of data, battery life, and accessories to be successful? It couldn't be more of a **perfect fit** for you.

Ok, so where do I start?



The real world is the map.

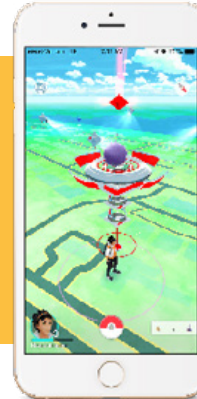
Pokémon Go is an **augmented reality** game, meaning it places digital characters or features on top of the world (seen via a phone's camera). In the game, players need to travel in order to find virtual “pocket monsters” or Pokémon. Key locations in the game are landmarks in real-life, such as parks, churches, arenas and businesses.

There are 2 different types of locations in Pokémon Go:



• Pokéstops

Pokéstops allows players to collect various essential items and **lure** local Pokémon for an opportunity to catch them (more on that in a bit).



• Pokémon Gyms

Gyms are where players go to **train** their own Pokémon, as well as **battle** other players' Pokémon. Teams can “own” a gym by continuously winning battles there.

You can determine if your store is near a Pokéstop or Gym by opening the game and looking for one of the markers above. Once you've determined your store is close enough to one of these locations, that's where the real fun begins!



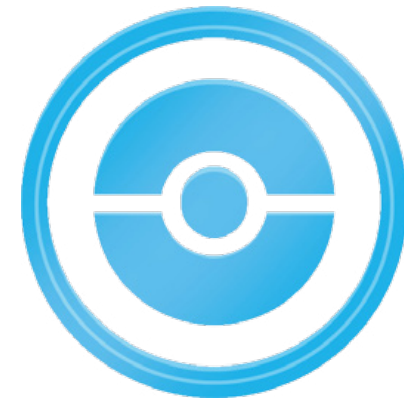
Making the most of your Pokéstop

At each Pokéstop, you have the ability to drop “Lures”. Dropping a Lure at a Pokéstop increases the amount of Pokémon that appear at that location for 30 minutes, as well as improving the odds of spotting a rare one.

When players see a local Pokéstop has dropped a Lure, they often come running. So drop a Lure and watch as the foot traffic to your location skyrockets.

You can find Lures in the Store section of the app.

The cost of running a Lure is about \$1.19/hour. Well worth it. Here are some ideas on what you can do once people arrive:



Sell phone accessories

• Power

Pokémon Go is a huge drain on a phone's battery. Many players find themselves running out of juice in the most inopportune times. Offer your visitors charging cables and battery packs to extend their Pokémon hunting experience.

• Protection

With increased outdoors activity comes a greater risk of dropping a precious device onto some unforgiving concrete. Offer your visitors protection with the latest in protective cases.

Be helpful

- Seriously. Being authentic and local helps the community see you as a **trusted advisor** and they may start to open up to you. Find out what drives them, things they are interested in and see how you can add value.
- **Save notes about those you meet** so you can remember them later and surprise them with awesomeness. You may earn a customer or at least an advocate who can drive referrals.

Upgrade a phone or plan

- Players are actually upgrading their phone because of the game running slower on an older device. Follow up using your notes and an **outbound touch-point** so you can book an in-store appointment.
- Pokémon Go relies on a strong signal with a mobile network, and can really suck up data faster than you can chuck a Pokéball. Help them avoid surprise bills by **right-sizing their data plan**. See if they want to discuss.



Tip:

Assign a designated “Pokémon Master” to stay on top of replenishing the Lures or share tips and tricks for players (see the last page for ideas).

Maximize the benefits of a nearby Pokémon Gym



While you won't be able to use Lures at Gyms, they are still likely to bring in a great amount of foot traffic on their own, as they play an essential part in the game as a whole.

In addition to offering the same services and products you would at a Pokéstop, you will have a few opportunities unique to hosting a Gym.



Giveaways

Order Pokémon Gym badges from a supplier that can customize them for your business. A quick Google search of the keywords “Pokémon Gym badge” and “custom” should get you what you need.



Rewards

Put up a sandwich board announcing which team is currently in control of your Gym, and then offer a discount to members of that team! Don't know who is winning? Just ask players participating in the promotion to inform you when the gym has changed hands.



Stream battles live

Got a particularly intense Pokémon battle happening at your location? Stream it live via Periscope or Facebook.

You could even set up some big TV screens or a projector for people to see the action live.



Other Pokémon marketing strategies

Here's some other ideas you can use, regardless of whether your location is a Pokéstop or Gym.

Be social

- Take **in-game screenshots** and post them on various social media platforms. Use hashtags like #pokemon or #pokemongo.
- Have reps **chat with past customers during idle time** to identify those who may want to upgrade or attend a workshop.

Promote your local Pokémon

- **Build a map** of your community so you can show off the Pokémon that are nearby.
- **Run workshops or send videos via SMS/Messenger** with tips and tricks (see last page for some resources)

Run a Safari

- We'll leave this to your imagination but imagine guided **walking tours + Pokémon** in your area. Make the meeting point your business location.



Source: BuzzFeed

Celebrate the wins

- Tell users you'll pay for their Incense **in return for some screenshots of any rare Pokémon** that pop up in the vicinity of your shop. Have them upload the picture and tag you on social media, so that their followers know about you too.
- **Promote** the fact that you're rewarding users who find rare Pokémon. **Come up with awards** or other discounts for those who are the most active, **caught a certain Pokémon** or who belong to a certain team.

My store isn't a Pokéstop or Gym

Dang, that's unfortunate. But fear not! Here's some ideas for your team to think about during (a bit of) their idle time.

Take your business on the road

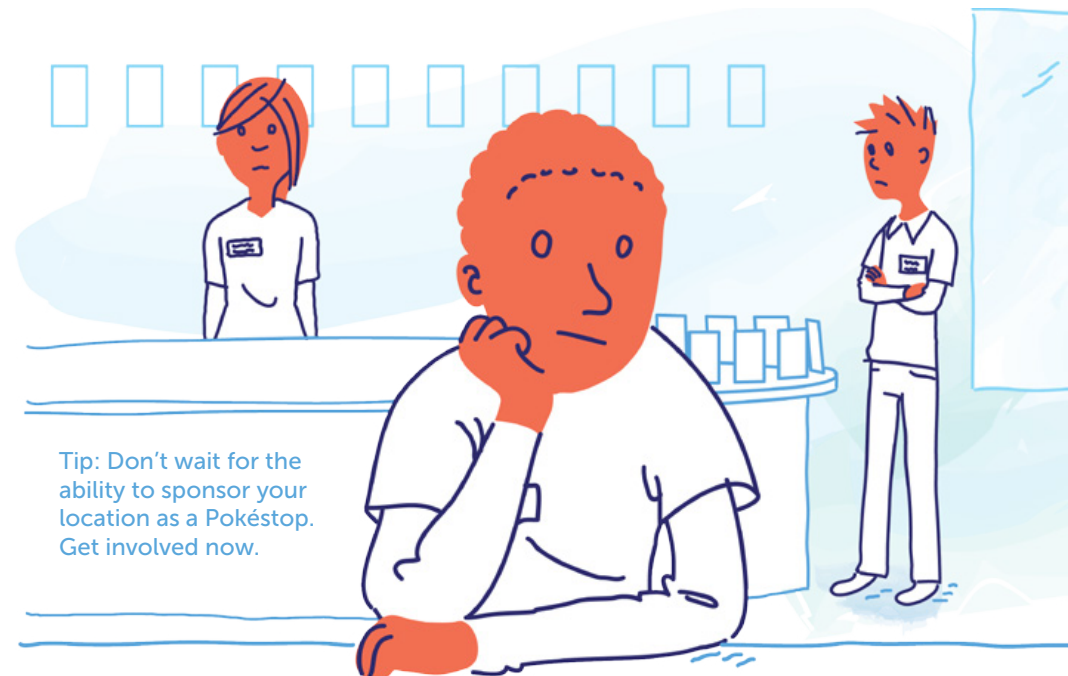
Head to a popular Pokéstop or Gym nearby, and bring some merch with you. Charging cables, phone cases, and battery packs are easy to load up into any size vehicle. Even a clever T-shirt can go a long way to draw attention or a laugh.

Set up a mobile charging station

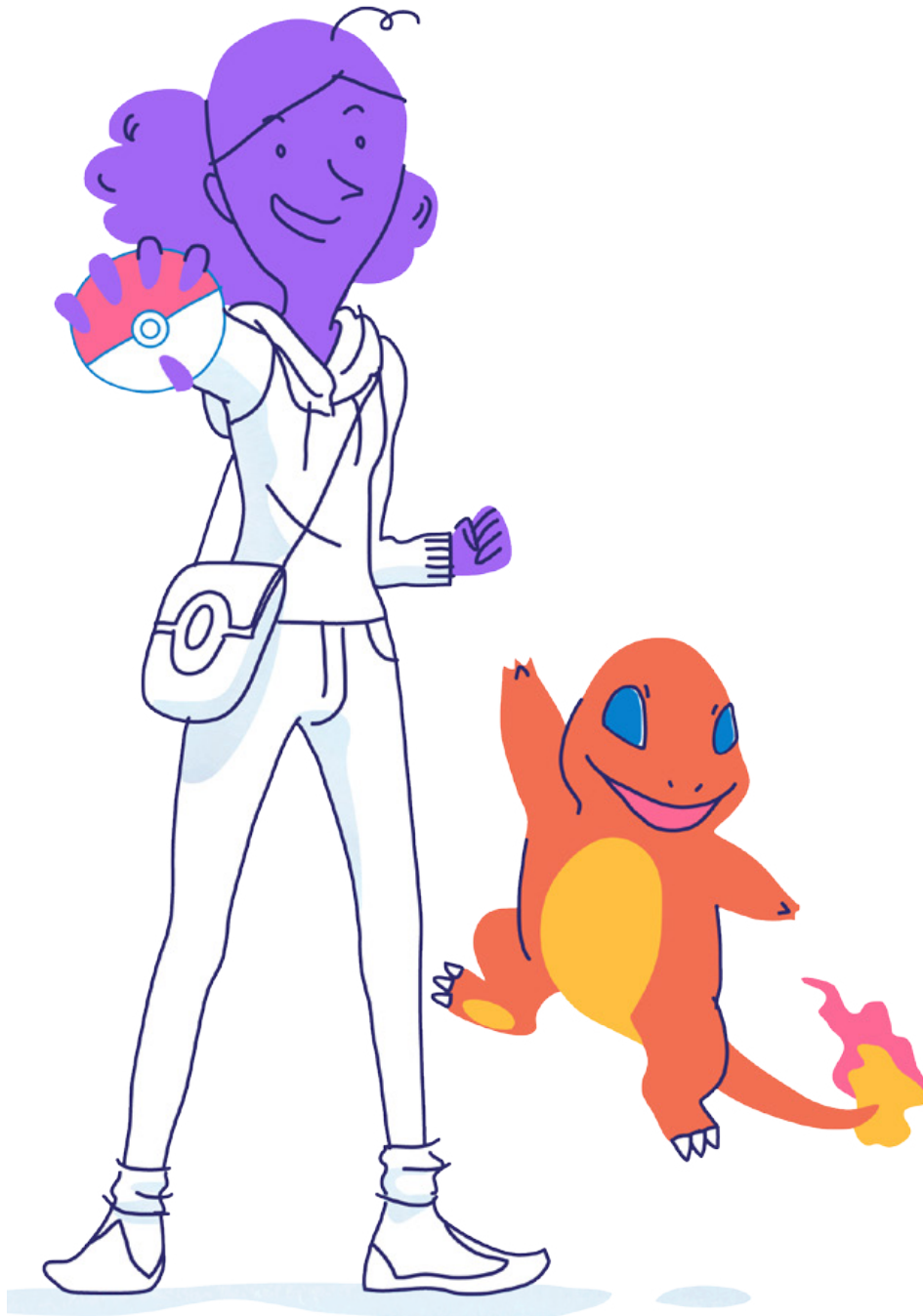
Go one step further and set up a station where people can charge their phones in increments of 15 minutes. Price it by the minute or offer it free. While they wait for their phone to charge, make some friends! Don't hard sell them. Just smile.

Be the local Pokémon Master

Help other players out with tips and tricks you've learned. Battle your Pokémon with theirs to improve their stats and boost their strength. Present yourself as the local Pokémon Master, build trust, and help run the local Meetup.com group.



Tip: Don't wait for the ability to sponsor your location as a Pokéstop. Get involved now.



Don't be afraid to try

There will be some naysayers who will consider this just another fad. Of course, people said that about Pokémon 18 years ago. We were there (with Charizard card in hand). But soon businesses will sponsor locations and players will trade Pokémon, which will only increase engagement.

As with any marketing efforts, **the retailers who are the most successful are the ones who dare to try new things**, and aren't afraid to fail a couple of times along the way.

Yes, Pokémon Go is a sign of things to come. It may be the first major launch of augmented reality (finally!), but learning to market with Pokémon Go will prepare you and your business for the future of retail marketing.

Need help? Ask us about our consulting services.

Disclaimer: The Charizard depicted to the left is for reference purposes only. It is not a real Charizard. However, in conversations, we do authorize you to say you saw one in the flesh.

Recommended reading

What apps or sites should I point customers to for tips and tricks?

- <http://www.cnet.com/how-to/pokemon-go-websites-and-apps-help/>
- <http://appadvice.com/collection/best-apps-for-pokmon-go-enthusiasts>
- https://www.reddit.com/r/pokemongo/comments/4tgrqw/hi_i_just_hit_level_25_and_wrote_a_comprehensive/
- <https://www.reddit.com/r/pokemongo/>

How real is this phenomenon?

- <http://blog.statflo.com/h/i/273123222-why-pokemon-go-is-now-the-most-powerful-marketing-tool-in-retail>
- https://www.reddit.com/r/pokemongo/comments/4us4fe/need_a_new_phone_for_pokemon_go/
- <http://www.imore.com/nearly-4000-show-pokemon-go-launch-event-toronto>
- <http://www.forbes.com/sites/jasonevangelho/2016/07/09/how-pokemon-go-can-lure-more-customers-to-your-local-business/>
- <https://techcrunch.com/2016/07/15/pokemon-gos-retention-rates-average-revenue-per-user-are-double-the-industry-average/>

What else are others doing?

- <https://www.buzzfeed.com/luisdelvalle/buscando-a-gengar> (example of a Mexican safari - it's in Spanish)
- <http://nypost.com/2016/07/12/pokemania-runs-wild-through-city-causing-crime-accidents/>
- <https://thrivehive.com/how-to-get-new-customers-with-pokemon-go>
- <http://www.forbes.com/sites/quora/2016/07/22/how-to-ride-the-pokemon-wave-to-business-success/>
- <https://www.shopify.com/retail/how-to-lure-pokemon-go-players-to-your-storefront>
- <http://www.meetup.com/Pokemon-Go-Events-New-York-City/>
- <http://www.forbes.com/sites/nikkibaird/2016/07/15/how-retailers-should-prepare-for-pokemon-go-weekend-round-2/>
- <http://gogts.net/retailers-complete-guide-pokemon-go/>
- <http://streetfightmag.com/2016/07/12/6-ways-that-local-merchants-are-capitalizing-on-the-pokemon-go-craze/>

Can you point me to more info about how this game works?

- <http://www.vox.com/2016/7/11/12129162/pokemon-go-android-ios-game>

