

# Some Things Never Change.

September 29, 2014

Overall, shopping carts haven't changed much in the past 60 years. But now with technology ever-advancing, we're left to wonder just how much shopping carts might change in the next 60 years.

***"The shopping cart as we know it today, with a hinged rear panel that allows the carts to be nested into one another for easy storage, was invented in 1946 by Orla Watson, a Kansas City-based engineer. Known as the Telescope Cart, it became the defining invention of his career. The design, made of welded wire mesh, hasn't changed much in the six decades since its inception, except for a fold-down seat added in 1954 at the front of the cart for kids. A few are going digital, with self-scanning devices attached to their handles for easier checkout. And as supermarkets and merchandise got bigger, so too did the carts. Whereas smaller baskets and bags encourage shoppers to be reserved in their pickings, the cart invites you to pile up as much as you can fit." (Read the full article here: Fast Company, "Weird History.")***

No matter the design and features of future grocery store shopping carts— even if they talk, drive themselves, or even fly, their purpose and functionality will forever remain steadfast. In other words, no amount of advanced technology will alter the human need to eat. In other words again, people will still go to grocery stores, carts will still have sides and therefore be able to carry ad space, and ultimately, your ad will still be seen. After all, in the truest sense, some things never change.

# Breaking The Routine

September 22, 2014

I figured it's time to try something new. As real estate continues to change by the month, it pays to direct advertising and marketing dollars to effective places– that is, avenues in which home buyers, sellers and renters will respond to the message in front of them. This means breaking the routine.

Many real estate professionals have remained on traditional advertising routes, including print media, telephone books, weekly circulars, television and radio. Some rely on word-of-mouth marketing practices, while others depend on their own real estate firm for business. Simply put, this is the routine at play.

While these methods are not necessarily bad, another option awaits. Local grocery store advertising stands readily available. StarKart is the company to bring this option to life for all forward-thinking real estate advertisers who want to break out of their traditional routines. Here arrives that "something new."

No big news to say: Everyone must eat. As such, even in economic hardship, local grocery store business continues. With this, grocery cart advertising emerges as the wise and even obvious choice not only for advertisers in general, but increasingly so in the real estate industry. After all, agents want to reach not just one demographic, but the entire home-buying, home-selling and home-renting public.

The key: **Ads on grocery carts** through StarKart. Such ads are seen by thousands of people everyday. As the housing market has boomed, suffered and rebounded, realtors are seeking to level the playing field through effective marketing and advertising. Therefore, as potential clients continue to shop at grocery stores, why not reach them through shopping cart ads?

Perhaps you're asking this same question I did.

Turn to the professionals at StarKart to help your business fulfill its potential with shopping cart advertising, by targeting your **demographic and geographic market**. StarKart can evaluate your current marketing approach, offer shopping cart solutions, and implement these solutions. This will ensure that virtually everyone within a given area can see and absorb your advertising message.

If you're a real estate agent seeking to capitalize on this growing shopping cart market, please call **StarKart** at **866-767-3238** for more details on getting your service in front of thousands of potential customers. You too will enjoy trying something new.

# Showing Our Age

September 15, 2014

We're getting old. Grocery cart advertising has been promoting major national brands for more than 30 years now. Not that this is a bad thing!

Well-established and well-recognized names continue to appear on shopping cart ads year after year, reinforcing the true effectiveness of our time-tested advertising methods.

**StarKart**, now 10 years old as we mentioned last week, is uniquely positioned to offer you the best visibility in local grocery store advertising.

Consider the following:

- \*Established partnerships with leading retail chains.**
- \*Successful programs in thousands of grocery stores throughout the U.S. and Canada.**
- \*15,000 shoppers in each store every week, averaging 50 to 60 minutes.**
- \*98% of these visitors using shopping carts.**

With a grocery cart advertisement, your company's name and logo stand visible to multiple customers throughout the store. Shoppers will be exposed to your custom and catchy message every time an oncoming cart passes them by.

Fear not, your valuable advertising dollars will be spent efficiently and effectively. With this increased exposure you will reach potential customers and clients in your demographic and geographic target market. Reach out to a specific city, zip code or state, or choose to target customers by annual household income. Either way with StarKart advertising you know your message is reaching your intended audience.

Grocery cart ads remain more effective than ever in today's economy, "old" as they are. Looking to save money, thrifty grocery shoppers eat out less and cook at home more. With this comes more careful shopping, requiring more time pushing the cart, and in turn more eyes on you!

Take advantage of these many advertising benefits. Contact StarKart online or call us today at 866-767-3238. You'll quickly discover how easy it is to get started.

# No Blocking Here.

September 2, 2014

*Breaking through barriers. Finding new ways to grab consumers' attention.* These are just two of our advertising hurdles lately.

The biggest challenge used to be how to rise above all the ad clutter. Now however, with more information flowing through social networks, plus a growing number of ad-blocking programs, it's getting harder to reach desired consumers. First, this reality must be recognized. *Check.* Then, the best solution can be determined. *Read On.*

How do online sources and social networks limit my- and your- advertising impact? By blocking ads, that's how.

Therefore, in order for us to present a strong and effective message, such as those for realtors, one must be free of any risk of blocking.

This is exactly where **Starkart** comes in, combining ad placement with one of life's fundamental necessities. The solution: local grocery store advertising. *Check.*

Everyone needs food, obviously. And like you and me, most everyone will get the bulk of their food from grocery stores. It naturally follows that grocery cart ads will reach a lot of people. In addition to this overall exposure, shopping cart advertising is hitting the eyes of the decision makers. In other words, those family members who decide how much to spend at the grocery store tend to be in charge of even larger expenditures, such as real estate purchases.

In this regard, shopping cart ads prove highly effective in reaching our most important consumers- those making the purchasing decisions.

Such targeting minimizes the possibility of us spending too much advertising money on the non-decision makers. All the while, no blocking here.

**Bottom line: Grocery carts provide high-impresion advertising, without any blocking along the way. They bring about a high frequency and duration of exposure, specifically to those in "buying-charge.". Barriers are broken, attention is caught, and again, most importantly, no one is blocked from seeing my ad or yours. \_To get started, call Starkart at 866-767-3238.**

# Exposed!

August 25, 2014

It's all about that exposure again. Grocery cart advertising remains a strong way for local businesses to maximize exposure in an otherwise down economy. Seeing as most people use shopping carts when buying groceries, shopping cart ads can inexpensively yet effectively "expose" any local business or service.

**StarKart** stands the leader in helping anyone who wishes to advertise in this form, from real estate agents, to service industry businesses, to advertising agencies and beyond.

**Local grocery store advertising** works very simply. An advertisement is placed on the front of each shopping cart. These ads do not interfere with the use of the cart nor distract from its appearance.

Ads on grocery carts have constant exposure, and this makes them most effective. The front face of a cart is easily visible to customers throughout the establishment. Passers-by will notice the ad whenever the unused cart is sitting in front of the store. In both instances, a particular product or service is consistently reaching its audience.

**StarKart** assists business professionals in developing a demographic and geographic target market, in order to make shopping cart advertising most effective. StarKart works with thousands of supermarkets throughout the United States and Canada to provide creative, unique and customized advertisements.

To learn more about attracting and securing new customers with ads on shopping carts, please call **866-767-3238**.

# Be A Stand Out!

August 18, 2014

Do you want to work for your advertising? Or do you want your advertising to work for you?

Odds are you'll go with the latter.

This calls for an effective marketing strategy, one that brings customers and clients to you. Or would you rather go out in search of them yourself? *Didn't think so.*

**StarKart** offers a unique advertising program to showcase your business to a potential 15,000 to 30,000 new customers and clients per week.

While many businesses have cut back on expenses in this current economic climate, it's crucial to advertise not harder, but **smarter**. We can help.

Some businesses might not think of shopping cart advertising. Others may dismiss it as a waste of time or too insignificant to catch the eye. We are here to create awareness and disprove criticism. A StarKart ad sits in direct sight of grocery shoppers, who see your name often. And as most of them frequent the same store, they'll see you every time! With this, your business will certainly stand out.

All kinds of businesses— law firms, medical offices, real estate agencies, automotive repair shops, financial institutions and beyond— will benefit from local grocery store advertising. When it comes to supplying them with this high-quality and personalized promotion, StarKart is the leader. We've worked with Safeway, Vons, Jewel and Acme, Albertsons, and Marsh to earn new customers while keeping current ones. Your business is not just on the right carts, but in the right hands.

The next time you're in a grocery store, check out for yourself how effective it can be to employ grocery cart advertising. Consider this your most effective marketing strategy. Contact **StarKart** at **866-767-3238** and see how you'll be a stand out!

# Making Those Local Connections...

August 11, 2014

It's simple: Local advertising remains the best way to reach customers. Mindful of this basic core principle, **StarKart** always places grocery cart ads where they are most visible. The advantages are truly yours, with your local business poised to benefit from grocery cart advertising.

## **Greater Trust in Local Companies**

Thanks to the Internet, we're all able to conduct business with others anywhere in the world. Still, local companies often prove more trustworthy because:

- \*Local owners live in their customers' community and may best understand their needs.
- \*Local businesses are perceived to be legitimate because of direct accountability.
- \*Customers want to support local operations in the simple name of loyalty.

Real estate exemplifies these local principles, as realtors must have extensive knowledge of the regions in which they work. Those living in the communities they represent have a credible advantage over their competitors who commute from elsewhere. As such, shopping cart ads are effective because they connect **local** customers with **local** realtors.

## **Exposure Principle**

Buyers on average must see an advertisement at least three times before they open their wallets. Therefore, grocery cart advertisements are an effective means of repeatedly exposing your local business to local customers. Grocery shoppers in your neighborhood must regularly buy food and other necessary items, so they'll see your ad every time they go to the supermarket.

**StarKart** offers the opportunity to be an independent representative and make money advertising your business on grocery carts. For more information, please call **866-767-3238**.

# The Doctor is... On.

August 4, 2014

I paid a visit to my doctor recently. (This is relevant, you ask?) He mentioned how busy he is each and every day, balancing patients and paperwork, with little if any time to eat, let alone think about anything else. (Still asking?) As in-demand as his time has become, he also told me he'd like to bring in some new patients. (Light going on yet?) However, he obviously doesn't have a spare moment to consider how to go about marketing his practice. I told him I had the perfect answer for him. (Bingo!)

This answer, of course, is effortless, inexpensive and immediately effective, and it can be said in one word: **StarKart**.

For my doctor to grow his practice, he cannot ignore advertising entirely. However, it shouldn't consume his time, either. A StarKart grocery cart advertisement does the work for him, constantly and consistently. His ad is there for eyes to see morning, afternoon and evening, and unlike a radio or television spot lasts much longer than 30 or 60 seconds. Plus his ad moves with the cart, rather than being rooted in one place like billboards, expensive as those are. And speaking of expense, he has no models or crew to pay for production in this regard. By comparison, he's already saving a lot of money.

My doctor liked my suggestion, most of all because it sounded so easy. As such, I hooked him up with a StarKart sales professional who took him through the straightforward on-boarding process. At that point he liked it all the more, as he wasn't spending too much precious time or effort. And now you might say: "The doctor is on!"

I'm glad I saw my doctor. And in the next few weeks and months with new patients already calling, I bet he'll be even more glad he saw me.

# Strategies for Advertising Attention

July 28, 2014

I'm looking for a way to make my StarKart shopping cart ad memorable, for it to stand out above all others and grab plenty of attention. Perhaps you are too. Turns out there are plenty of strategies in this regard, thanks to the Starkart professionals who've worked with me on creating my special message. Hopefully they can accommodate you as well.

## **Statistics**

Take a consumer concern. Find a powerful statistic related it and highlight this figure. It can be a very persuasive technique to draw attention to your product or service, as StarKart has demonstrated time and again. If the statistic you use is rare– or even shocking– then all the better!

## **Experience**

Imagine a scenario with your product– the overall feel and inspiration associated with it. Getting customers to envision a particular experience for themselves makes for effective advertising, especially when it comes to luxury products. This is the time to get emotional– and unique!

## **Reality**

The personal lives of consumers will resonate with them, especially when seeing their own daily reality in front of their eyes. This means being familiar with lifestyles, plus understanding how your product or service best suits those you're after. Time and place are key, exercising the right cues.

## **Visual**

Sometimes an advertisement can go too far, or be too much, when it doesn't need to. In many cases the right ad can be a statement without words. Try to focus on telling your story visually– be it a chart, graph or image– and let that visual speak strongly for itself. It's proven to work very well.

I'm thrilled to be able to say StarKart is on top of every one of these approaches. Their experts design, develop and deliver stunning professional advertisements to suit any local business opportunity. And just as they satisfied me, so too they will you! Contact **StarKart** at **866-767-3238** to learn more about all these key strategies for attention.

# Rotation: Only With StarKart

July 21, 2014

Having decided to try out shopping cart advertising for my business, I set out in search of the right people to take me there. After all, more than one company can put my name on a shopping cart. And in the process, more than one or two questions were popping up in my head: *In what store would my ad go? For how long? Who would see it? And could I be in more than one place?*

That last question sealed my contract decision. I did not want to be limited to just one establishment, but rather “cycle” through three or four different locations. My answer was, and is, **StarKart**.

This one crucial marketing feature sets StarKart apart from its competitors. And it has made all the difference for me— they got my business after all. I’m talking about **StarKart’s rotation program**.

Under this unique arrangement, when an advertiser purchases a minimum of six ad cycles each for a period of four weeks, every cycle can appear in a different StarKart participating store. In other words, my ad is not obligated to remain in the same grocery store for all my cycles. My first cycle will be in one store, my second in another, and then I’ll decide whether to return to the first or move on to a third. StarKart and I are working together to determine the most effective rotation marketing strategy, and I couldn’t be more satisfied thus far. All along, my choices are plenty!

As with me, so it is for you. StarKart clearly spells out all options and works with clients to build the optimal rotation schedule of cycle locations. Most importantly, I can change my ad copy in each store, for every cycle, if necessary. This way I’m able to customize my ad campaign directly to a specific audience. Altogether, my name and business will appear in not just one supermarket, but several of my choosing. This is the flexibility, strength and overall visibility of shopping cart advertising that neither you nor I will get with any other company. It’s only with StarKart.

If you’re seeking the same advertising I am, naturally you want to make your shopping cart ad visible to as many eyes as possible. I went with StarKart, and quite simply, you should too.

Contact a StarKart representative today at **866-767-3238**. Get started with your specialized rotation program like I did, and be ready for quick results. Carts in one store will get you seen; carts in several stores will multiply your exposure and boost your advertising success. Join me!

# Shopping Carts & The Law

July 14, 2014

So my name and business go up on the front of a StarKart shopping cart. Having paid good money for this privilege, of course I want to be seen, and seen correctly. Naturally this means the shopping cart itself needs to stay where it's supposed to be.

Therefore I'm not happy to read all the various stories of "runaway" carts—that is, of shopping carts in general ending up somewhere other than their intended establishments—in yards and fields, in alleys, behind dumpsters, or even inside buildings and garages. What if one of these carts that "ran away" happened to have my ad on it? I'd indeed be "exposed", though not to the supermarket audience for whom I strategized, and paid!

Amid this possibility, I recently read an article about how one California town is turning to the law to keep shopping carts from running away. And I'm sure Eureka is not alone in its efforts. Under a new proposed ordinance, grocery stores would be responsible for keeping their carts on their property. At the same time— anyone removing a cart from its proper premises, homeless or not, would be face fines, infractions and even community service.

State laws already exist pertaining to shopping cart transport, but a proposal like Eureka's is strengthening the issue, essentially saying that it's illegal for anyone to possess a shopping cart that rightfully belongs to a store. Supporters say this will keep shopping carts where they are supposed to be, as well as save money for stores in having to replace them. And if my ad is on the cart, it won't have to be replaced either! As a believer in the power of shopping cart advertising, I equally believe in laws seeking to keep shopping carts in their proper places. Needless to say, this benefits not just the beauty and cleanliness of surrounding neighborhoods, but more importantly as far as I'm concerned— the ultimate effectiveness of my StarKart advertisement! After all, who's going to see and reply to my message next to a pile of garbage?

# Lower = Higher

July 7, 2014

Typically speaking, lower prices attract more customers. I was reminded of this simple truth when I read [a recent article](#) that a major grocery chain has cut its prices on as many as ten thousand items!

Great news for shoppers in at least one region of the country, no doubt. Hopefully this lower-price trend will spread, not just for one chain but for all its competitors as well.

The advantage for me, the current StarKart shopping cart advertiser, and you, the potential StarKart shopping cart advertiser, goes without saying. But I'll say it anyway, because it sounds so good: Lower prices mean more customers. More customers mean greater use of shopping carts.

And greater use of shopping carts means—bingo! More eyes on my advertisement and yours— as soon as you have one, of course.

It's pretty simple math. Actually it's even better than that because it's not even math. (Did I mention any numbers?) Better to say— it's just pure logic. Lower grocery store prices will benefit all of us in so many ways. I myself can't lower the prices, but I can prepare my StarKart advertising strategy for the times and places those lower prices appear. I'll certainly be ready. You can be too.