

Cutting-Edge Location-Based Marketing in 2014

GEO-FENCING

WHAT IT IS: Setting a virtual boundary around a physical location and triggering actions based on someone's location in relation to the set perimeter. Newer technology allows merchants to trigger actions based on someone's precise location within a physical location (e.g., store).

WHY YOU NEED IT:

- Deliver targeted, timely offers to consumers' smartphones

- Collecting data and intelligence about consumer behavior
- Distinguish your brand at the point of purchase

TECH CONSIDERATIONS:

- Beacons
- Geo-fencing/in-store intelligence and marketing platform (e.g., xAd Placecast, Swirl, Adomaly, Estimote, Placed)
- Mobile app

LOCATION-BASED SOCIAL NETWORKS

WHAT IT IS: Social networks that are fueled by user-generated, location-based signals (e.g., check-ins) and reviews. They typically have gamification elements, with real or virtual rewards offered to active users.

WHY YOU NEED IT:

- Make your business locations more findable for on-the-go consumers

- Reach and entice new customers
- Reward and engage loyal customers
- Build your brand's trustworthiness
- See what customers are saying about your business

TECH CONSIDERATIONS:

- Presence on these social networks (e.g., Foursquare, Yelp,

LOCAL-SEARCH OPTIMIZATION

- **WHAT IT IS:** Optimizing your online presences to be easily found.

WHY YOU NEED IT:

- Ensure that your business shows up earlier and in more optimal positions
- Make it easy for people to find or contact you more quickly
- Remove the hassle that exists in between a search and a purchase

TECH CONSIDERATIONS:

- Website/landing-page optimization (e.g., structured data, HTML, responsive design, use of relevant localized keywords, meta descriptions, prominent display of contact information)
- Maintaining social media profiles and local listings for your business, making sure they're up-to-date with all relevant information and images (e.g., Google+ Local, Facebook, Citysearch, Yext)

MOBILE-OPTIMIZED ADS

- **WHAT IT IS:** Ads that are tailored to display and function well on mobile devices.

WHY YOU NEED IT:

- To amplify your company's reach with messages tailored to mobile devices and contexts

- To display ads that mobile users can easily engage with and enjoy, rather than just see and tap
- Position your brand as mobile-savvy
- Put your business front and center the instant a consumer is in need
- Improve your ability to track mobile-to-purchase conversions
- Improve the efficiency of your ad spending

MOBILE ANALYTICS

- **WHAT IT IS:** Services that help you measure the activity on mobile apps, mobile sites and mobile ads.

WHY YOU NEED IT:

- To assess the effectiveness of mobile campaigns and mobile optimization
- To understand the behavior of visitors to your mobile website or users

- of your app
- To ensure that your mobile app is working properly
- To better understand who your customers are

TECH CONSIDERATIONS:

- Mobile analytics or advertising platform
- In-page analytics service

MOBILE APP

WHAT IT IS: Software built to function on smartphones and tablets, aiming to enable users to easily carry out specific tasks.

WHY YOU NEED IT:

- To have a "home base" on people's mobile devices, which can be used to learn more about customers and their behaviors, distribute promotions,

engage with consumers, and more

TECH CONSIDERATIONS:

- App builders (e.g., Conduit, Appery.io, ShoutEm)
- APIs and SDKs
- Programming languages (e.g., PHP, Ruby, Java)

EXAMPLE SCENARIOS:

- A consumer is walking within 300 feet of a restaurant and gets a text message (after opting in) touting a 15% discount on today's special.

- A consumer is walking in a clothing retailer's store, passes a beacon placed on a display of boots and gets an alert offering a discount on a pair of boots.

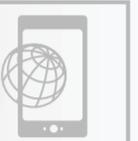


SCVNGR, Kapture)

- Social media monitoring tools (e.g., Sendible, Reputation.com, Foursquare)

EXAMPLE SCENARIOS:

- Offer customers a free drink when they check in to your store on Yelp.
- Buy Foursquare ads to promote your florist in search results for "flowers."



- Add social links and requests for online reviews to email messages.

EXAMPLE SCENARIOS:

- A consumer searches for "pizza" on Google Maps, clicks on your restaurant's listing after

seeing its four-star rating, lands on your mobile-optimized site, and clicks on a link to call you and place an order.

- While browsing Facebook on her smartphone, a consumer searches for "restaurants" and finds your business's Facebook profile.

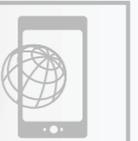


TECH CONSIDERATIONS:

- Mobile advertising solutions
- Ad products for social networks
- Application Programming Interfaces (APIs) and Software Development Kits (SDKs)

EXAMPLE SCENARIOS:

- Show a user searching for "pizza" an AdWords-enhanced campaign, which offers a 25% discount with a click-to-call button to place a takeout order immediately.



- SDKs and APIs

EXAMPLE SCENARIOS:

- Set up analytics for your mobile app and track downloads, where downloaders are

located and how often users are opening the app. If downloaders of the app in a certain city have ceased opening the app, a location-based offer shared via the app might be a way to rekindle engagement.



EXAMPLE SCENARIOS:

- Send a consumer walking within a mile of your restaurant a push notification for a dinnertime promotion via your mobile app on

their smartphone.

- With the help of beacons in your store, a shopper can open your app and see a guide to your store. They can be offered a discount for that day and can see detailed product information.



"Location, location, location" isn't just a statement about the three most important factors involved in buying real estate—it's a reminder for business owners about the context all their marketing efforts must have. With new location-driven technologies and channels, businesses can now get truly creative, personal and timely with the ways they engage past and potential customers. Here's an in-depth look at six location-based tools and tactics to consider using in 2014.

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