

Difference Between Geo-Locations & Geo Fencing; Geo-Fencing and Push Notifications; Customer Experiences with Geo-Fencing; Challenges with Geo-Fencing

This past week was another good week with discussions around the emerging and exciting technology of Geo-Fencing and Geo-Targeting.

As more marketers begin using Geo-Fencing and Beacons together, you will start seeing how the data becomes that more important in creating experiences.

Geo-Targeting should also be part of your marketing tool-box. It is how you can identify your customers locations and then serve them a message based on what they are doing. Once again, data is a driving force.

The time is now to research, plan for and begin setting your strategies around how this technology will enhance your business.

Below are the topics of discussion from last week and some direction as you begin your quest to use Geo-Fencing and Geo-Targeting.

MONDAY

Monday Update

This week is all about Geo-Locations/Geo Fencing. Geo-fencing is a location-based service that will send messages to your smartphone when you enter a defined geographic area. This could be a stadium, a mall or a retail outlet. Use-case - you own a retail outlet, have an App and you are in an Outlet mall with lots of

competition. You Geo-fence your shop and a good majority of the parking lot. As customers enter this defined geographic area, you send them a special offer to come to your store - immediate engagement and long term benefits with the data you captured.



Tuesday Update

What's the difference between Geo-Fencing vs Geo-Targeting?

Geo-Fencing is the virtual boundary or radius around a location that is set by a marketer. Geo-Fencing will capture all users who move into the boundary that you have defined. Think retailers who want to catch the attention of shoppers as they pass by their location.

Geo-Targeting is summed up as detecting a user's location and serving them communications based on that location. You can be more granular and target or exclude specific users by on their IP addresses. Think serving messages to people based on their location.

W-E-D-N-E-S-D-A-Y

Wednesday Update

With Geo-Fencing you are relying on Push Notifications to send quick location based alerts and offers when an App users entered into the defined boundary. Some options with the messaging is that you can choose when your users receive the push - when they enter or leave the defined boundary or if they are in that boundary for a certain amount of time.



Thursday Update

Put your consumer/customer hat on and take your marketing hat off!

What has been your experience, as a consumer, when you have entered a Geo-Fenced location and received a message? Are you surprised (as in not expecting)? Do you feel your privacy was violated? Did you like the experience and wish more brands did it but only with relevant, personalized messages?



Friday Update

As we wrap up the week I want to cover some of the challenges with Beacons and Geo-fencing. Mainly, you are relying on the end user/customer to download your app, accept push notifications from your app and then have location services turned with their device. It comes down to educating the end user of the benefits they will receive and educating them how to do each.



Saturday Update

With Mobile devices today and with the ability to take them anywhere you want, to use them for searching, shopping and more - location now becomes a very important element to target those devices with message that are relevant. With Geo-Targeting, you can get more precise measurement and personalization and you can

deliver messages/campaigns to your target audience with message that are relevant to their location.