

If you are at all involved in the tech world you have most likely heard of this cool little thing called geofencing.

If you're not tech savvy, odds are you have experienced it without even realizing. If you are a business owner you may have some questions about how it works and more importantly, how it can work for your business.

Let's hit the basics of what it's all about first.

You create a mobile app with mobile app company and get it up and running. One of the most valuable functions to your app will be the geofencing feature.

Imagine Geofencing as a virtual fence around a predefined geographic area of your choice.

When one of your mobile app users enters this area marked by your virtual fence, you can program your app to send them a message automatically such as "come in now for 20% off all handbags". This allows you to send location based messages to your customers or fans whenever they are close by.

How is geofencing used?

Many businesses use geofencing to simply send special offers to customers when they walk or drive near a business's location. However businesses are not limited to just this.

For example, real estate agencies can send push notifications to possible buyers when they come near open houses, and bands can send messages to fans when they walk by a concert venue the band will be performing at soon.

Other key considerations

Geofencing is not just about bombarding users with messages whenever they go places.

Always consider whether or not you would want to receive your messages as a hypothetical user, and think about the value your program provides.

To accomplish this, don't think of geofencing as just another way to sell to your audience. Instead, use it as an organic way to connect and add value. You wouldn't want your favorite companies exploiting every channel to boost sales, but if they pop up every now and then with something timely, relevant, and useful, it can be kind of neat.

As a business owner your goal should be to use your geofence messages to improve the experience the customer has with your brand, and to also provide those users with special benefits.

Remember that if you want your geofencing program to be a success, put the customer ahead of yourself.

Do that, and the rest will fall in place.