

# 7 Reasons Why Mobile Geo Conquesting Marketing Works



Americans are always on their phones. By the end of 2019, more than 250 million Americans will own a smartphone. Some people even have multiple devices they use daily.

You can leverage consumers' smartphone habits by tapping into Geo-Conquesting, a marketing strategy developed in response to the strong and forever-growing mobile presence. It attracts your competitor's customers right to you by sending them ads when they're shopping at your competitor's stores.

Find out seven reasons why geo conquesting marketing can help you attract your competitor's clients so you can put your business ahead of the pack.

## 1. GEO CONQUESTING IS MOBILE-FIRST MARKETING

Clearly, mobile advertising is ubiquitous because mobile is where the users already are. Geo conquesting is a cost-effective tactic in mobile advertising. It utilizes location-based advertisements to direct potential customers to your business.

Geofencing establishes the virtual perimeter for your advertising efforts, whereas geo conquesting allows you to target your competitor's customers away from those establishments and toward your business instead.

## 2. GEO CONQUESTING TARGETS CUSTOMERS WHO ALREADY BUY YOUR PRODUCT

Targeting in-market shoppers yields better performance because your audience is already in the process of purchasing. A showroom or a store visit indicates a high intention for making a purchase—it's not a question of 'if' but 'when' these shoppers are going to buy. So targeting audiences in your competitor's location is a wise way to advertise your own products or services.

If your ad is compelling enough, it'll sway their thinking so consumers will head toward your business instead. And even if your potential customer doesn't visit you immediately, you can still keep track of them and retarget them in the future.

## 3. GEO CONQUESTING REACHES PEOPLE WHERE THEY ARE—THEIR PHONES

Did you know that the average American checks their phone 80 times per day? That's at least once every 12 minutes.

People rely on their phones for almost everything, whether it's to discover the best coffee shop in town or find the car dealership with the best reviews.

For instance, when it comes to buying a car, did you know that 63% of people research and shop online while they're already visiting a dealership? That's the perfect time to get the attention of your potential customer so that they'll go home with a car from your dealership, not your competitor's.

## 4. GEO CONQUESTING IS MORE RELEVANT

Businesses, big and small, spend hundreds, thousands, and even millions on advertising each year.

Every advertisement is created and displayed with the aim that previous customers will return and new customers will be drawn in. Users today are more open to sharing their browsing information so they can see product ads they are interested in that are highly relevant to them.

With mobile geo conquering, your ad will be very relevant to a potential customer, as they are in the research phase of the purchase journey and deciding between multiple options.

That's why geo conquering is so valuable—it helps you find the perfect moment to tell your potential customer why your services or products are better than your competitor's.

## 5. WITH THE RIGHT HELP, IT'S EASY TO IMPLEMENT

Even though the term, at first glance, might seem daunting, geo conquering isn't hard to get up and running for your business when you work with an expert.

Once you identify the right agency to set up your geofencing perimeter, the possibilities are endless in terms of reaching your potential customers.

Mobile geo conquering is a tried-and-true marketing tactic. By targeting those customers exactly where they shop, and in places where they're likely to check their phones, you can improve your sales.

## 6. INCENTIVES WORK BETTER WHEN THEY'RE CONTEXTUAL

All you have to do to make geo conquering successful for your business is to make sure that you're offering the right things.

You want those potential customers to be drawn in, to feel as though if they choose your product or service, they'll be getting something better. In your geo conquering ads, offer potential customers an incentive that will convince them to do business with you rather than your competitor.

Whether it's a lower price or a faster turnaround, incentives work better when they are contextual.

## 7. GEO CONQUESTING IS THE FUTURE

Using the most up-to-date technology to your advantage is a wise marketing strategy, so start using it now instead of waiting for your competitors to take advantage of it. Geo conquering is a unique and successful advertising method because it targets customers who are already buying what you offer. And when they're close to your competitors, those mobile ads will tell them exactly why your offer is superior.

If you have any questions or want to find out how we can help your business through geo conquering, contact us [here](#).