

An Agency's Guide to Geofencing Strategy

15 Strategies and 51 Tactics for Agency Executives and Campaign Managers





In this guide we will walk you through 15 Unique Geofencing Strategies to help you create successful campaigns for your clients.

1. COMPETITOR'S LOCATION - GEO-CONQUESTING

You can draw geofences around your competitor's locations to target their customers with your marketing messages. This is called Geo-Conquesting. It allows you to target customers who are comparing options and almost ready to make purchase decision. You can show competitive ads and steal them from your competition.



- 1 Show ads with competitive metrics on products in the same price range.
- 2 Take advantage of long waiting lines in competitors stores and veer traffic to your store.
- 3 Target shoppers at competitors stores with discounts that expire quickly.

2. CONVERSION ZONES

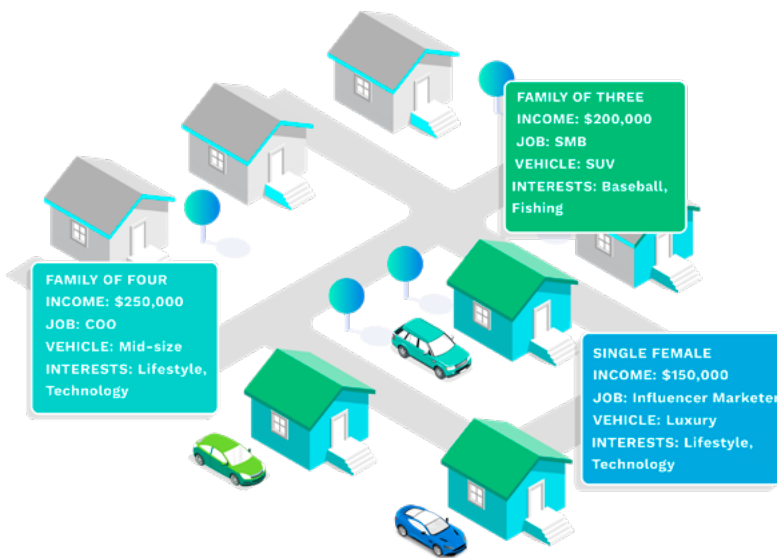
A conversion zone is a physical location, typically your store, can connect a customer's visit to the marketing message that made it happen. Someone entering your geofenced area with a mobile device will be exposed to your marketing message. When they enter your store or physical location, they will step into a conversion zone that can identify them.

- 4 Set your campaigns metrics to optimize for Cost-per-walk-in versus traffic.
- 5 Gather insights on ROI & effectiveness of the campaign so you can allocate your budgets more wisely
- 6 Audience expansion: Find out more about who entered your conversion zones and create audiences to target similar customers.



3. ADDRESSABLE GEOFENCING

Using Addressable Geofencing you can target individual homes of those most likely to purchase your product. Marrying household profile data to addresses allows for personalized marketing based on data about the people living there.



7 Upload physical address to draw geofences around plat line data to build a target area around individual homes or groups of homes

8 Improve precision of audience targeting by combining 3rd party data and gaining more impression share than just regular geofencing

9 Tailor custom marketing messages based on audience data.

10 Track effectiveness of advertising by matching addressable data with store traffic

11 Segment by device type.

4. REGIONAL AND NATIONAL FRANCHISE STORES

Geofencing is not limited to your area. You can target areas around all of your franchise locations in a region or national but with localized messages and target your local competitors.

12 Create custom marketing messages for all locations, each location, or any combination.

13 Serve dynamic messaging that gives directions to the nearest store.

14 You can run regional or national integrated campaigns with the same or custom messaging targeted each store location.





5. NEIGHBORHOODS & HOMES

Geofencing marketing lets you draw areas around any location. You can target cities, towns, or neighborhoods down to the street level. This tactic lets you target specific neighborhoods with customized advertising and marketing offers. You can even geofence individual homes within a neighborhood.



15 Use neighborhood data to craft personalized offers based on resident profiles.

16 Create geofences around neighborhoods with specific income-range or neighborhoods with young families.

17 Target neighborhoods that are in close proximity to individual retail locations.

6. ON THE MOVE SHOPPERS

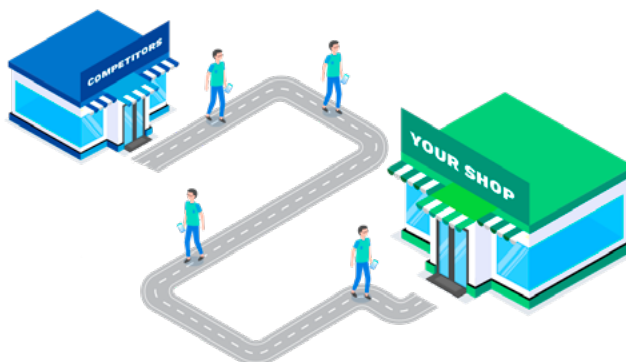
Target customers when they are in the vicinity of your store. They are more likely to take action and walk-in while on the move. Whether they are driving or walking by, you can use location-services to identify them and deliver custom messages to encourage them to shop.

18 Use dynamic messaging to show the distance to your store.

19 QSRs can target audiences who are at stops like gas stations, parking lots, etc and looking for a nearby restaurant.

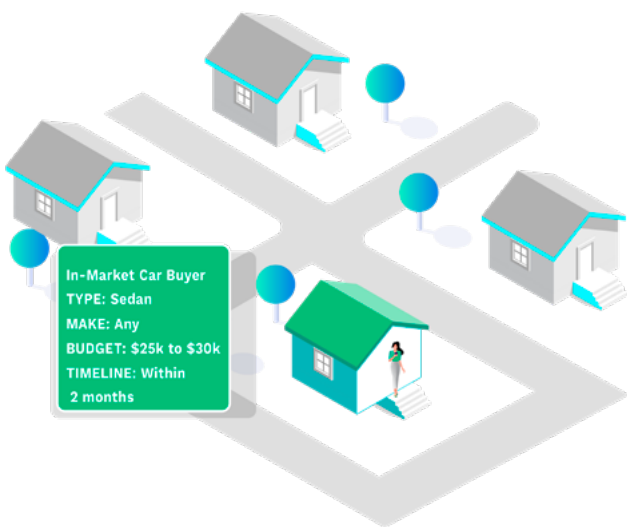
20 Let on the move shoppers know that you are open or have no-wait times.

21 Create timely mark downs to boost sales.



7. TARGET IN-MARKET AUDIENCES

When potential customers are actively researching or comparing products or services, they are in one of the final stages of the buying journey. Using audience data, you can target these audiences that have the highest intent to make a purchase in the near term. As they research products online, your ads are contextually shown for maximum conversions.



22 Combine in-market audiences with geofencing to drive interested and qualified users to your site or location.

23 When consumers search online for products or services in your category, adapt the messaging to their position in the funnel.

24 Promote messaging that are aimed at the research and purchase part of the journey. Such as product briefs, comparison sheets, pricing, monthly payment calculator, etc

25 Target abandoned cart visitors and convey scarcity in the ad message, and offer special discount as a final push so they complete their purchase.

8. GEO-RETARGETING

With location tracking, you can remarket to shoppers that have visited your store and give them coupons or loyalty points to return. If they drive or walk by your location, you can identify, target, and retarget them.

26 Target shoppers based on their in-store behavior.

27 Run banner ads to your store visitors and website visitors so your brand and locations stay fresh in their minds and drive recurring purchases.

28 Use customer lists to adjust bids in geofenced areas. Upselling and cross-selling are great opportunities to increase Revenue per customer and Customer Lifetime Value.

29 When returning customers enter your geofence, promote extra loyalty points or exclusive rewards for purchases made that day.





9. EVENT FOCUSED

With geofencing, you have the ability to target large events, such as trade shows, conferences, job fairs, or concerts.



30 During the event, geofencing can be used to help people find your booth, navigate a venue, or target attendees with custom marketing messages.

31 If you are an event organizer, you might want to use geofencing to deliver sponsor impressions when attendees arrive.

32 Use tracking data even after the event and target the same devices for other marketing campaigns.

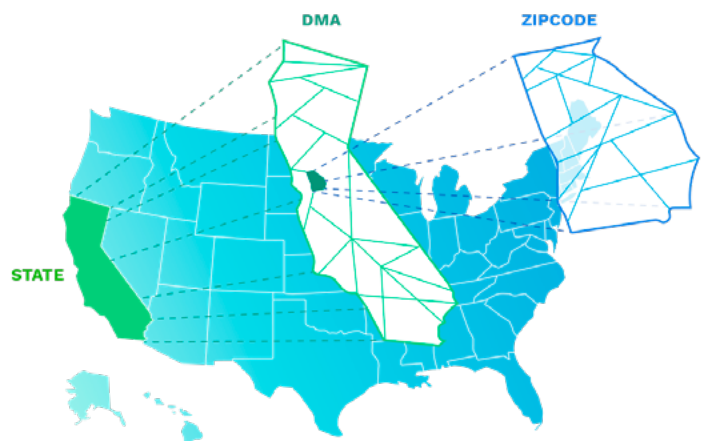
10. GEOFENCING AT SCALE

Replicate success to scale your marketing to a broader audience. You can throw a larger net by targeting states, counties, or DMAs.

33 Draw boundary lines around nearly any location of any size.

34 Customize messaging based on boundary locations.

35 Build brand awareness campaigns with higher reach and volume.





11. CUSTOM COORDINATES

If you know the exact GPS coordinates of any location, you can create a geofence for that area. You can use latitude and longitude to identify the geolocation to target.



36 Target specific lat/long locations rather than a specific address. Specify very narrow targets and zones.

37 Create zones for individual businesses that may share a common parking lot or street addresses.

38 Create a custom location target that extends to either several miles or a few foot radius.

39 Target parks or zones where public events of specific interest/cause happen. Streets where fundraising and awareness walks happens. Rallies, parades, etc.

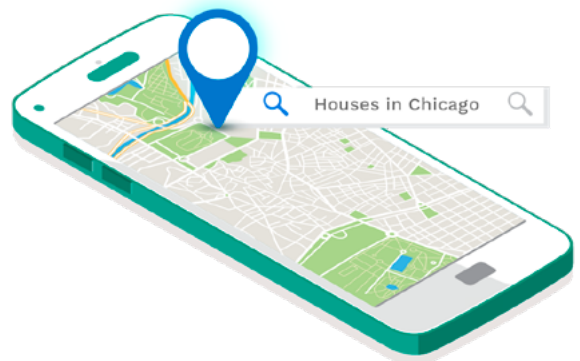
12. GEOLOCATION OF INTEREST

Not all buyers are in your targeted location, but they may be interested to buy a property or a car from a place even though they live elsewhere. Don't miss out on the audience who are interested in the Geolocation but located elsewhere.

40 Real Estate companies can target audiences interested in specific property and find out when they made a visit.

41 Recruitment companies can target audiences looking to move to a location of interest.

42 Use exclusion tactics to show ads to audience only interested in and not physically present in the geolocation.





13. IN-STORE SHOPPERS

You can track shoppers when they enter your store. This can be used to stimulate demand while they are shopping. You can also deliver incentives designed to spur impulse buys.



43 Offer incentives to buy right now, such as flash sales on products with a limited duration.

44 Identify repeat shoppers or shoppers that have seen your ad and visited your store.

45 Tighten up the targeting by specific stores within a mall.

14. ADD FREQUENCY & RECENCY INTO THE MIX

With geofencing, you have the ability to deliver different messages at different times of the day. You can schedule messages to deliver on specific days and at specific times. You can also cap ad serving frequency.

46 Dominate the impression share during peak business hours. For example: QSRs can highlight menu offerings based on whether it's breakfast, lunch, or dinner time

47 Schedule messages to launch when sales are active.

48 Send reminder messages when sales are about to expire.



15. A-LA-CARTE GEOFENCING FUELED BY DATA

With Geofencing, the more you try and combine different strategies and tactics, the better return on investment. Mixing in consumer data creates a powerful combination. You can create tailored geofences to target geographical locations and other data for even more effective marketing outreach.



49 Market to lookalike audiences that match your target customer profile within geofences.

50 Combine device data with geofencing to run integrated campaigns that encompasses display, social, and Connected TV.

51 Blend coordinate targeting with household and adjust bids based on location at specific time. For example: Shows banner ads to audience within a DMA, but bid higher for in-market audience.