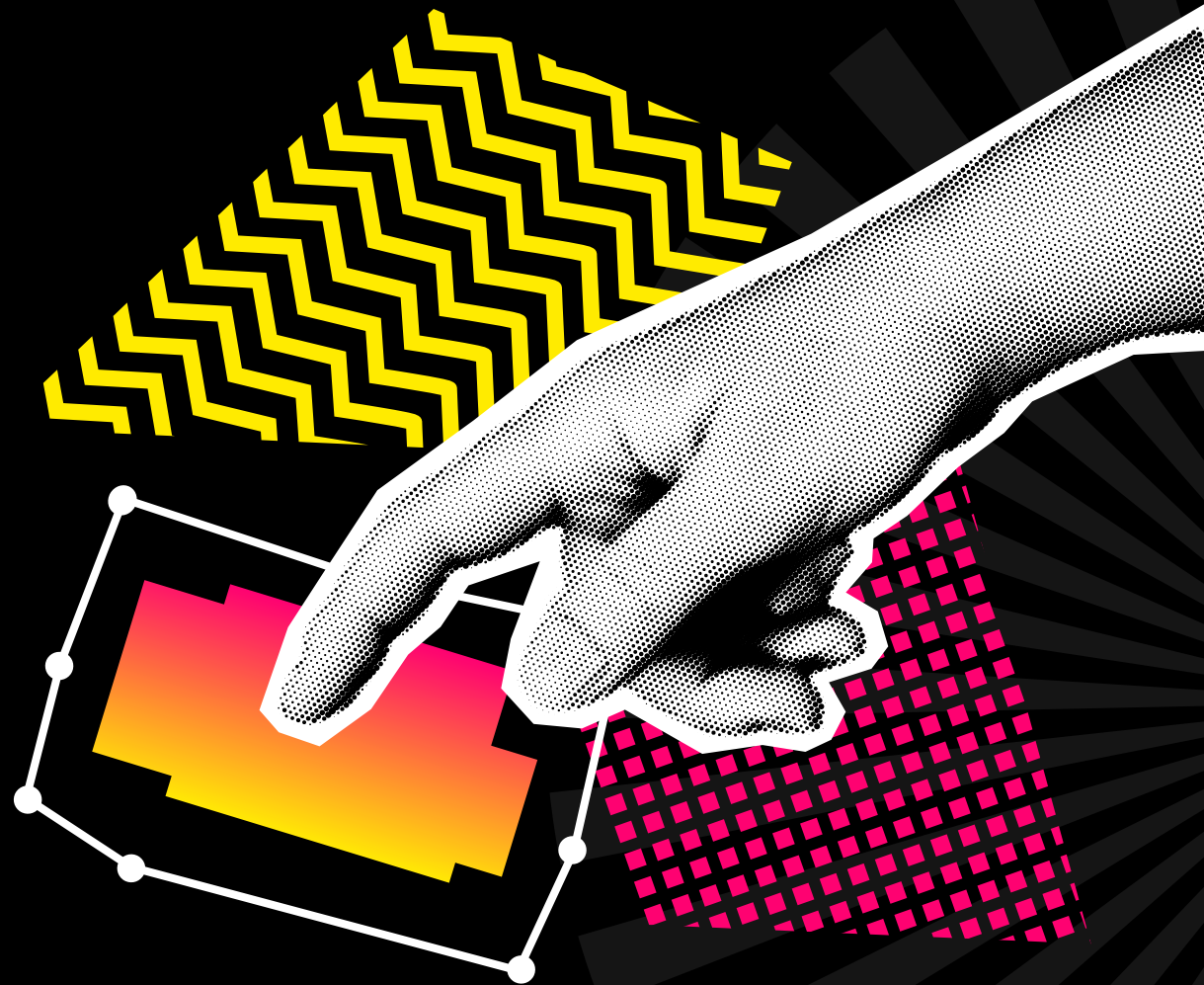


The **Digital Marketer's** Guide to **Location Based Marketing.**



SOOP

What is **Location Based Marketing** and how can you get the **best** out of it?

As marketers are always striving to find smarter ways to reach their audiences, **Location Based Marketing** is growing in popularity.

With flexible options that can allow for real creativity, coupled with the availability of precision targeting, it means budgets can go further than ever. Brands can now eliminate wastage and be confident that they are only advertising to their perfect prospective customers. The only eyes who see your ads are the people you want.

However, while the technology and opportunities are available and waiting to be used, many of the techniques are still vastly underutilised. Much of what Location Based Marketing has to offer remains undiscovered by many marketers.

As with any tech in our modern age, developments are swift, but it's all built on the traditional marketing principles of knowing who your audience is and choosing the right messages to capture their attention to persuade them to take action.

Because Location Based Marketing is still yet to be truly understood and adopted by many marketers, those who have been early to optimise on the tools and techniques are soaring ahead of their competition.

If you'd like to be one of the brands that are marching ahead, then this guide will share with you all you need to know to get started.

Due to the results that so many marketers who are already doing this are seeing, we know it won't be long before it's commonplace for people to blend the likes of geofencing naturally into their marketing activities. Therefore, the sooner you adopt these techniques, the further ahead you'll be.

Best of luck with your Location Based Marketing. We'll look out for your adverts at a venue near us!



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What is Location Based Marketing?



What is it?



Who should use it and why?



How to drive immediate results



Increase ROI from your campaigns



Tap into the passive audience

What is Location Based Marketing?

Let's start at the very beginning.

Location Based Marketing involves using a person's location data as a primary or secondary targeting option to promote products or services.

By targeting individuals in a particular geographic area, you can directly send them personalised and relevant marketing content.

This approach to marketing is typically achieved through the use of location data on mobile devices, which allows you to reach customers based on their current location or recent whereabouts. However, there are other tactics available to give you a wealth of flexible options.

Location Based Marketing is a targeted approach to marketing that has proven to be highly effective in improving engagement and driving leads and sales for businesses of all types and sizes.

Location Based Marketing offers an effective solution to **drive immediate results** - whether you're looking to **increase store visits, drive online sales, or generate new leads.**

Why Use It?

The benefits of using Location Based Marketing are evident when you examine the data, and at soop we see the results in real time ourselves every day.

By effectively leveraging Location Based Marketing, you can enhance your messaging and connect with your audience on a more personalised level.

Let's take a look at some of the real benefits of using Location Based Marketing.



The Benefits of Location Based Marketing

By using Location Based Marketing, you can **drive engagement, conversions, and increase the ROI** from your marketing campaigns.

Location Based Marketing offers many benefits, from increased customer engagement and loyalty to improved lead generation, sales and revenue.

Highly targeted and cost effective

Thanks to the growing availability of platforms offering geographic targeting options, implementing this strategy has become more accessible and cost effective than ever before.

With a range of options available, businesses of all sizes and budgets can leverage the power of Location Based Marketing to reach their target audience in unique ways.

Get to know your customers better

Location Based Marketing allows you to get to know your customers on a personal level.

Marketing relevant ads on each mobile device, apps, websites or browsers will almost certainly attract more customers than a mass scale campaign that pays no attention to geographical locations.

By monitoring the results of Location Based Marketing campaigns, you will get to know what works best for each audience segment, and, as a result, the success of your campaigns will increase over time if you optimise your campaigns with a data-based strategic approach.



The Benefits of Location Based Marketing

Boost business during quieter periods

It's natural to experience periods of low activity which can leave you feeling anxious about generating new business.

Attract new customers

If you're looking for an effective way to attract new customers and grow your business, Location Based Marketing is a must-have strategy.

By targeting consumers based on their physical location, you can reach out to people who may never have heard of your business before and encourage them to try your products or services for the first time. We call this the passive audience.

Increased creativity

One of the key benefits of Location Based Marketing is the opportunity to get creative with your messaging and make your promotions more engaging and relevant to your audience. When consumers feel that ads are personally targeted to them and their location, they're more likely to take notice and respond positively.

By creating ads that are geographically specific, you can **increase the ROI** of your marketing campaigns and drive greater engagement with your target audience.



The Passive and Active Audiences

For any product or service, there is an audience out there that is looking for what you sell, and as marketers it's our job to convince them to buy from us.

But what is often overlooked are the people who could be perfect customers, but they're not yet aware that they need your services. This is a much harder task, to convince them to buy, but it could also be a much larger audience that even your competitors aren't aware of.

Passive Audience

In digital advertising, we say there are two types of audience. There's the active audience that will be actively looking for products and services just like the ones you sell. That means they're already in the market. You can grab their attention with contextual ads on relevant web pages, or run a PPC campaign to capture them when they're searching for what you have to offer.

Then there is the passive audience. These are the people who match your customer profiles, but they don't think they're in the market for what you sell. You're not on their radar at all, and they have no intention of looking for you.

You could be doubling your reach, at least.

The fact is, though, they could still benefit from what you have to offer. And by **expanding your marketing** to explore the passive as well as the active audience, you are opening up a whole new world of opportunities.



The Passive and Active Audiences

How To Reach The Passive Audience

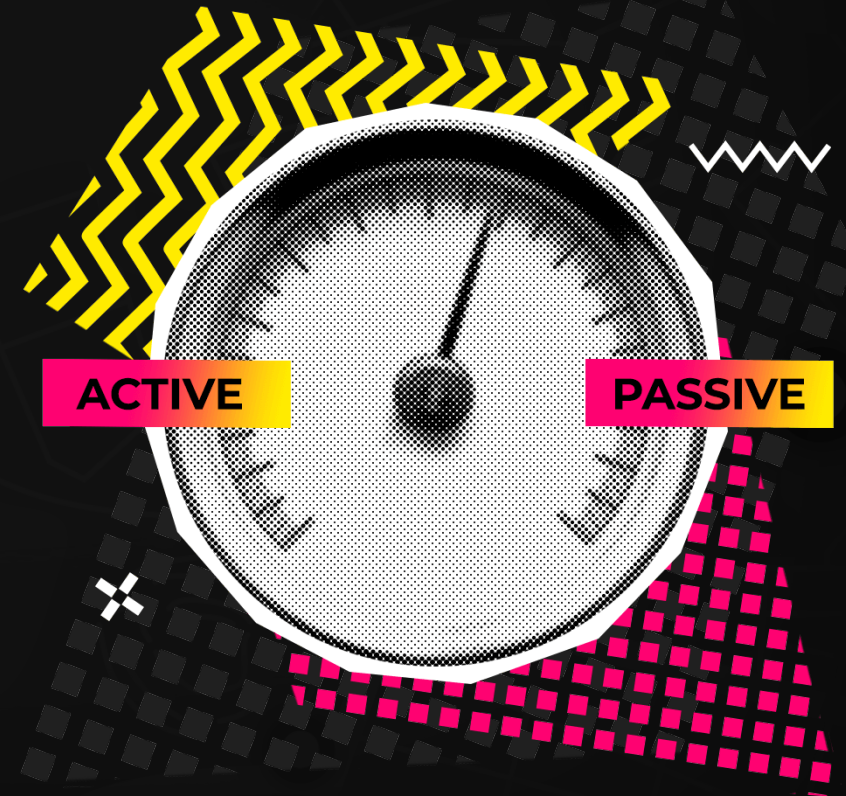
There is no one size fits all approach here. You need to think carefully and think cleverly. These are people who aren't looking for what you have to offer.

So that means:

- You need to work out who they are and where they hang out
- You need to market to them when they're in a relevant mindset
- You need creative that grabs attention
- You need very clear call to actions

Location Based Marketing is ideal for doing all of this. Not only can you reach virtually anyone in any local area through the broad range of media available, but you can also narrow it down to certain behaviours, you can create fantastic artwork, you can easily point them in the right direction of where to find out more, and it's also all measurable and trackable.

Next time you're planning your advertising campaign, consider how you can tweak it to capture the passive audience as well as the active one. It could blow open your marketing.



Who Uses Location Based Marketing?

Location Based Marketing has taken digital marketing by storm, but there are definitely some industries that can benefit from it more than others.

Talent Acquisition & Recruitment

Location Marketing is an effective targeting strategy that recruiters use to send details of vacancies to potential candidates in real-world locations.

Recruiters

Recruiters can target specific locations like job fairs, universities, and other places where they believe suitable candidates for a role may be.

Using Geofencing, recruiters can reach out to candidates with job openings and employer branding messaging, increasing the chances of attracting qualified candidates and enhancing their clients' employer brand.

Retail

Retail stores can enhance the in-store experience, increase footfall and store visits by implementing Geofencing advertising.

With the use of Geofencing Ads, the retail industry has seen increases in brand loyalty and a better understanding of consumer behaviour.

Charities

Charities can use location based marketing techniques to increase donations.

By targeting real-world locations, charities can increase brand awareness and encourage donations.

Events

Event organisers use Location Based Marketing to sell tickets and merchandise to consumers within a certain radius of the venue.

It would be a waste of ad budget to target people hundreds of miles away from the location of an event when the majority of people who will be attending the event will be local to the stadium.

Travel

Whether it's advertising hotels, tourist attractions to explore, or a nice place to eat, marketers promoting the travel industry use Location Based Marketing for its highly effective targeting options.

Automotive

Car dealerships are a good example of businesses that use Location Based Marketing to reach out to customers. They can use Geofencing to target competition locations and advertise their inventory to anyone who enters the geofences.

What are the main types of Location Based Marketing?

There are various methods of Location Based Marketing. Some are more popular and successful than others. It all depends on the goals of your marketing campaign.

Over the next few pages we explore some of the more popular Location Based Marketing techniques, starting with one of the most exciting of them all: geofencing.



Location Based Marketing Techniques

Advertisers can **increase their clickthrough rate** by around **89% simply by layering tactics** within a campaign strategy.



Geofencing



Geotargeting



Social Media



Out of Home



Radio & TV

Geofencing

Geofencing is a type of location based marketing that targets customers where they are, by drawing a virtual boundary around a specific location. Once this boundary has been drawn, it then delivers targeted mobile display ads to people who move in and out of that particular location or region.

For example, if you want to target your local shopping mall, you would draw a geofence around that location, and people moving in and out of the mall will be able to pick up your targeted adverts.

Create your target zone

The first thing to do is to draw a digital GPS Boundary around a specific location. Determining the right location is important, so think about your audience first.

Ask questions such as:

- Who is your audience?
- Where are they spending the time?
- Which events do they attend?
- What are they interested in?

It is vital that you choose a location where you can guarantee your target audience will spend their time. This way, your budget will be well-placed.

Consider whether to use traveller targeting, competitive targeting or addressable targeting – which shows ads to people in a specific neighbourhood. Each of these has their own niche within a niche. Competitor targeting, for example, shows ads to people who visit your main competition, and so gives you the chance to poach them.

Develop your message

For your strategy to work, you need to develop a strategic message for your advertising content. What is the message you would like to share with your audience? Consider here who you're targeting and where they are in the customer journey. Don't be afraid to be very targeted and segment your audience well.

You can even choose whether you want to display your message as a static display or a video ad. It all depends on what is right for you and your campaign.



Use Analytics

Drive action

With your message to your audience, you need to add a call to action.

You can use Geofencing Marketing to drive either online or in person action.

To drive action, we recommend aligning your campaign to business goals, and once again consider the customer journey. When you know what you want for your business, you will be able to prompt your audience to make the right choice.

Ask your audience to click on a link, or make an online purchase, or you can drive in person actions by asking them to visit your business with a coupon code that you have sent them.

Use your analytics

Monitoring the results of your campaigns by tracking conversions will help you to understand whether your campaign is successful enough.

Tracking online conversions to measure the number of purchases will help you to ascertain whether you are spending your marketing budget in the right places.

You can even **track off-line conversions** by setting up conversion zones by tagging the people who see your advert. This means you can geofence a second location to see if people who saw your advert came to your event or shop.



Getting Smart with Geofencing

1. Target By Interest

You might have profiled your customers by demographics, but have you gone deeper into who they are and what their interests might be? And have you then considered how you could utilise this knowledge to best effect? Geofencing opens many doors here.

One of the main benefits of geofencing ads is that you can identify a user's interests based on their physical location at any given time. If you want to target someone who loves rock music, for example, then geofence your local arena next time a rock act is on there. If you want to target someone who loves football, then geofence the next Saturday kick off at your local stadium. Whatever the event, if it will entice the people that you want to target then you can geofence it with ease and get your ad in front of them.

2. Competitive Advantage

A strategically placed geofence around a competitor's location with a well-timed and enticing offer could be enough to get their customers spending money with you instead. Whether your competitor is down the road or at the other end of the country, geofencing has a world of opportunities.

This works extremely well within the retail industry, but as long as your competitor has a physical location that your prospective customers visit, then it could be a very savvy tactic to employ.

3. Think Small

It's not often that marketing people are told to think small, but when it comes to geofencing, less is definitely more.

Soop's Geofencing tool offers pinpoint accuracy. For geofencing to work well, you need to work within a close radius around your defined location.

4. A Brand New Audience

One of the most exciting and powerful elements of geofencing is that it can allow you to tap into an audience that doesn't even know they need you. We call this the "passive audience".

Your passive audience are the people who match your customer profiles, but they don't think they're in the market for what you sell. You're not on their radar at all, and they have no intention of looking for you.

The fact is, though, they could still benefit from what you have to offer. And by expanding your marketing to explore the passive as well as the active audience, you are opening up a whole new world of opportunities. You could be doubling your reach, at least.



Getting Smart with Geofencing

5. Layer Demographics

Not only can you be incredibly targeted with geofencing geographically, but there are also lots of options for how choosy you can be with who you target personally.

If you know you want to target males, in a certain location, aged over 40, who have an interest in cricket, and that work in a full time job, then all of that is possible. Your budgets stretch so much further as you're only advertising to the people that really matter.

6. Layering Tactics

We also recommend layering tactics as well.

On average a digital campaign with five layers will create the best results.

However, it's imperative to test and optimise each individual campaign as there is no guaranteed formula for success. But we know the more variety, the better things tend to work.

This could be adding in some retargeting for those who visit your website, supporting it with some contextual ads on relevant websites etc. There are loads of possibilities. Really consider the customer journey here and how you can optimise on it.



The Benefits of Geofencing

Now you understand how it works, let's explore the benefits that we've seen first hand from working with this tactic.

Hypertargeting and Tangible Results

By using precision targeting to reach customers, based on specific criteria, this allows your message to get in front of your ideal audience, without spending money reaching audiences who are not likely to be interested in your ads.

The detailed analytics available can give your organisation access to a wealth of audience insights. For instance, with Mobile Geofence/GeoFollow, you can track interactions with your digital ads and measure how many prospects convert from those ads. With Addressable Geofence, you can gather individual data on audience members, such as identifying matched households. These details can help you determine how you will craft your future ad campaigns.

High return on investment

With this focused approach, compared to broad location targeting, you only pay to reach a specific group of users and get the most out of your ad spend.

Our customers typically see a 100% return on ad spend.

Improve Local Marketing Efforts

Connect with your local community by using area events to market your (or your client's) business. Services such as Mobile Geofence or Venue Replay can help you access local audience members whom you may want to reach.

With **Geofencing**, you can track **impressions**, **clicks**, and even **offline conversions** making it easy for you to **collect data**, **see actual results**, and gather information to **optimise future campaigns**.

For example, if you're interested in expanding your business to a new location, you can reach audience members in that new area to start promoting your brand and raising awareness of your expansion.



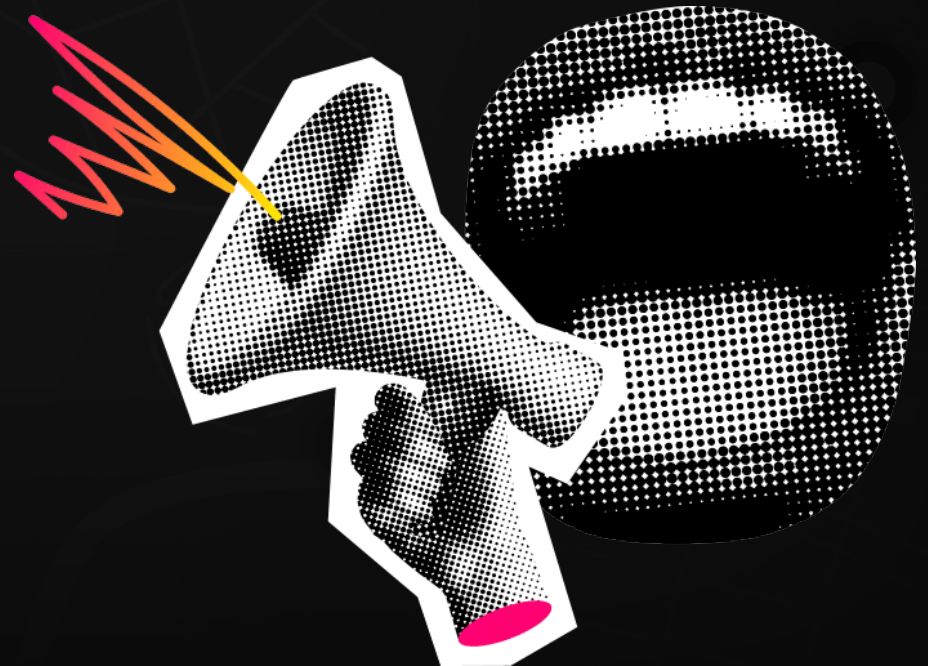
The Benefits of Geofencing

Build Brand Awareness

In the non-profit marketing world, it can take up to 18-20 different touchpoints to reach a new donor for the first time. In the for-profit sector, it takes an average of 8-10 touches before prospective customers feel inclined to make a purchase or enquiry.

No matter what the industry, geofencing marketing can help to increase the number of touchpoints between your organisation and its prospective audience members by supplementing your direct mail marketing with digital outreach. Connect with prospective audience members or customers using highly relevant and timely ads.

Let's say your business sells customised business card holders. Your local Chamber of Commerce is hosting a conference for community business leaders to mingle, share updates and make connections. Who has a greater use for a business card holder than someone who attends business conferences? By using the Mobile Geofence service, you can use digital ads to promote your business card holders to conference attendees, serving them a highly relevant ad that they're more likely to actually click on.



Geotargeting

People often confuse the two, but geotargeting is in fact very different to geofencing.

Geofencing is the practice of drawing a virtual fence around a specific location, whereas Geotargeting refers to the delivery of content, advertising or services to address a specific audience based on their geographical location.

How does Geotargeting work?

Geotargeting is a marketing technique that uses location technology to determine the location of users in order to deliver personalised and relevant messaging to them.

Geotargeting can use an **IP address**, **WIFI triangulation technology**, **browser cookies**, and other location technologies to gather user location data.

Users can also opt-in to share their location information with businesses, which can be used to serve them with targeted and personalised content.



Geotargeting

- Get a clear understanding of your **target audience** and their **location**. Conduct thorough research to identify where your audience is located, what their **interests** are, what type of **product** or **service** they need, and what type of **content** they engage with
- **Use the information to create ads** that resonate with your audience
- **Use accurate location data** - inaccurate data can result in wasted ad spend and a poor campaign performance
- **Use multiple targeting options** to enhance the effectiveness of the campaign. This includes **demographic**, **contextual**, and **keyword targeting** in addition to geotargeting. By combining multiple targeting methods, you can increase the accuracy of your audience targeting.



Geotargeting in Action

There are several ways that geotargeting can work. Here we explore some examples of how you can use it to get the results you want.

Keyword Geotargeting

Keyword Geotargeting is a popular marketing tactic that is commonly used in a variety of digital marketing channels, including search engine optimisation (SEO), pay-per-click (PPC) and display advertising. It involves targeting specific keywords to users in a particular geographic location.

This technique enables you to deliver highly relevant messaging to users who are actively searching for a product or service in their area.

By including geographically specific keywords in your targeting options, you can ensure that your messaging is only displayed to users who are most likely to convert, resulting in higher engagement rates and a greater ROI.

Google Ads Location Targeting

Google Ads targeting settings allow users to serve ads to countries, regions, cities and a radius created by the user.

Users can also target 'location groups' that include places of interest, a radius around a landmark or business locations. For example, someone in Manchester searching for hotels in London can be shown ads for hotels in London because they showed an interest in the topic. Google Ads also allows users to exclude people based on locations.

For example, if your business only operates in the UK, you could exclude anyone outside of the UK.



Geotargeting in Action

Social Media Geotargeting

To maximise the impact of your digital advertising, it is important to keep in mind that the reach of your ad is restricted to the social media platform you choose to advertise on. Therefore, selecting the right social media platform that aligns with your objectives is crucial for achieving performance gains.

Facebook Location Targeting

One example of the benefits of using this channel for advertising is the sheer number of people marketers can reach, but this could also be a drawback for businesses who are operating with a limited ad budget or are trying to conserve ad budgets.

Luckily for people who are limited by budget or only want to serve ads in their certain areas, Facebook location targeting allows you to target users based on country, city and region. To start using the Geotargeting feature in Facebook Ads, you will need to make an account in the Ads Manager.

Twitter/X Geotargeting

X gives their users the ability to target specific countries, states / counties and postcodes as part of their campaign management settings. This can be a very good option if you believe that X is the best advertising platform for your business and you want to target prospects in a specific geographic location.

X monitors a user's recent location using IP addresses, cellular signal and WIFI. To start using this feature, click the 'Targeting' option in campaign setup and scroll to 'Select location, language and technology' and then click 'All locations'. This is where you will find the option to target specific geographic areas.

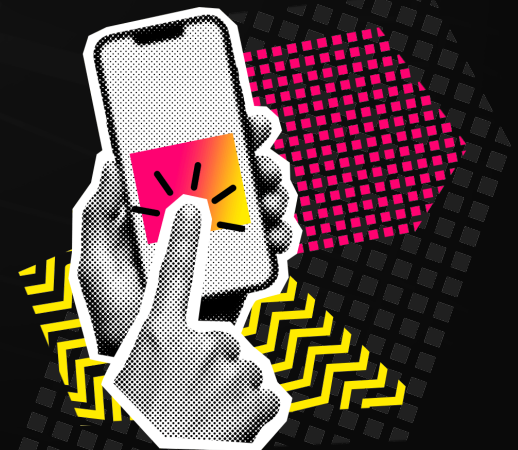
Instagram Location Targeting

Instagram has the functionality to add a location to a post so when a user searches for a location, your post can be seen by anyone searching the location as a hashtag.

Posts with a **tagged location on Instagram** achieve nearly **80% higher engagement** rates than posts without.

When advertising on Instagram, you can target specific locations to ensure you are only reaching people in locations that are relevant to the goals of the campaign.

To use this feature, navigate to Instagram's targeting feature in the Ad Manager section and choose areas that you want to target.



Geotargeting in Action

LinkedIn Geotargeting

When advertising on LinkedIn, location targeting is a required option. With so many geographic locations available to target, this is a sensible requirement. LinkedIn identifies the location of user's based on the information supplied by the account holder and IP addresses for short visits, however, when advertising on the platform, you can only target the long term locations of users.

To target locations with ads on LinkedIn, navigate to the locations menu and click 'add locations'. When you start typing in the field, locations will begin to appear; select the ones you would like to target and exclude the ones you don't.

Snapchat Location Targeting

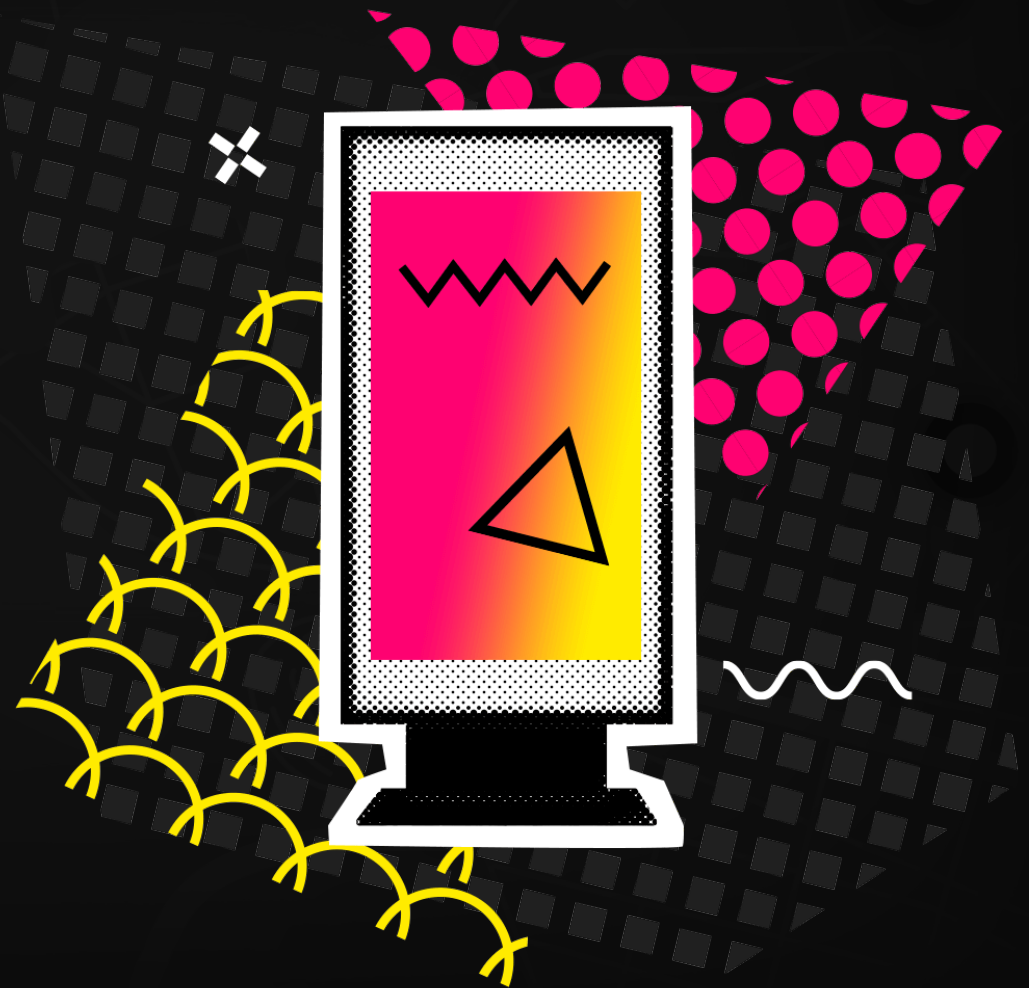
If your target audience is of a younger generation, Snapchat is generally a good platform to advertise on.

The platform allows you to target locations in the same way all of the platforms mentioned above do. This allows you to target a very specific audience demographically and geographically. Snapchat also allows you to do radius and longitude and latitude targeting.



In and Out of Home

There are a few other techniques that we recommend that could help with your Location Based Marketing. Some offer a more general connection to a passive audience, and others allow for very exact decisions. The choice has to come down to what do you want to achieve.



Digital Out of Home

This is often shortened to DOOH. DOOH advertising refers to modern day billboards in towns, shopping centres, railway stations and lots of other places out of the home.

This technology has really advanced in the last few years. You can pick exactly which screen you want and you can place ads to go live at any time, with very short notice.

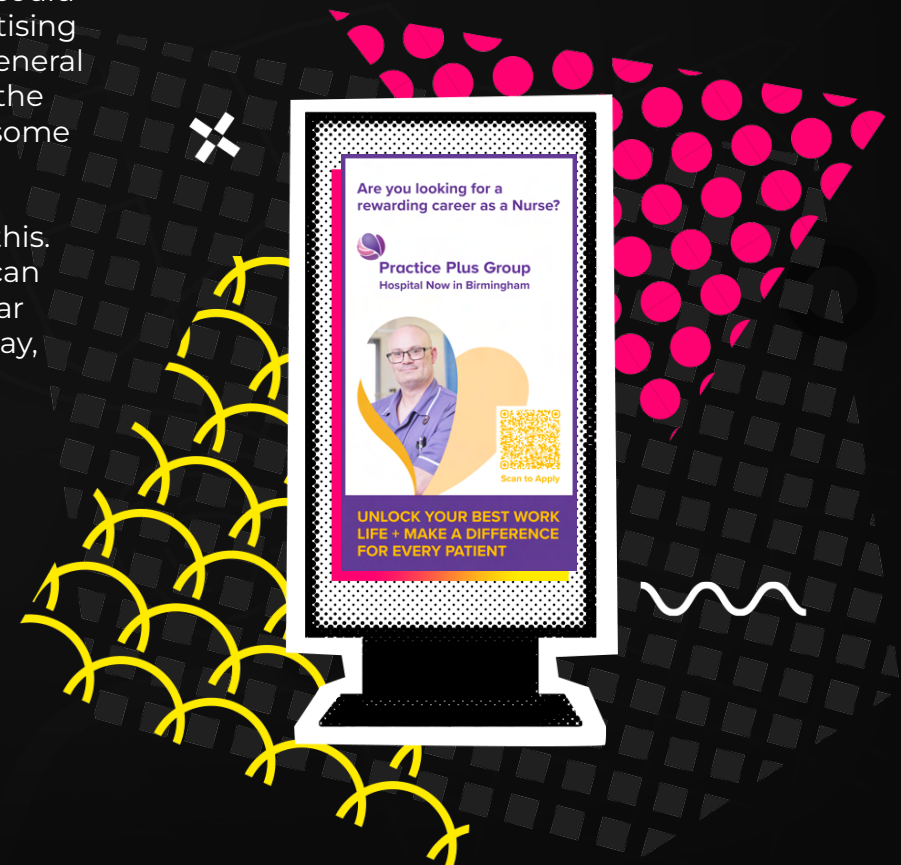
If you wanted to follow a certain type of worker heading home on their commute, you could select exact bus shelters, or specific town centre routes (wherever a screen is available). It's not general. You pick screen by screen what you want.

You could then dictate that your advert is shown between 8am and 9am, and then 5pm and 6pm, to get the commuter traffic.

It's easy to set up, can be done with just a few hours' notice, and there is no wastage as you are picking the exact places you want to advertise based on your target audience.

Historically, billboard advertising took time. Only one advert could be shown on one slot at any one time, and there could be a waiting list. You are then advertising for long periods and to a far more general audience because of this, meaning the high costs would inevitably lead to some wastage.

Digital advertising has changed all this. For quite a reasonable budget you can reach the people in your local area far more effectively. You only pay per play, and you have say on when that is.



Commercial Radio

Advertising on commercial radio is far from a new thing, but digital channels have opened up how targeted this can now be.

One of the main reasons why people are often deterred from looking into Commercial Radio is because they don't have an advert or a jingle, and they have no way of recording it.

However, when you work with the right partner (such as soop), the advert creation is all part of the package.

It's actually a much simple proposition than many people seem to believe.

While Commercial Radio is less precise in terms of targeting than some of the other tactics we've looked at, it can capture a passive audience well. You are also doing more than playing in the office, in someone's home or in someone's car today. Many people listen to the radio on their mobile phones, and this opens up a much larger audience. The location based targeting still factors in on mobile phones, but you're reaching people who may have not listened before.



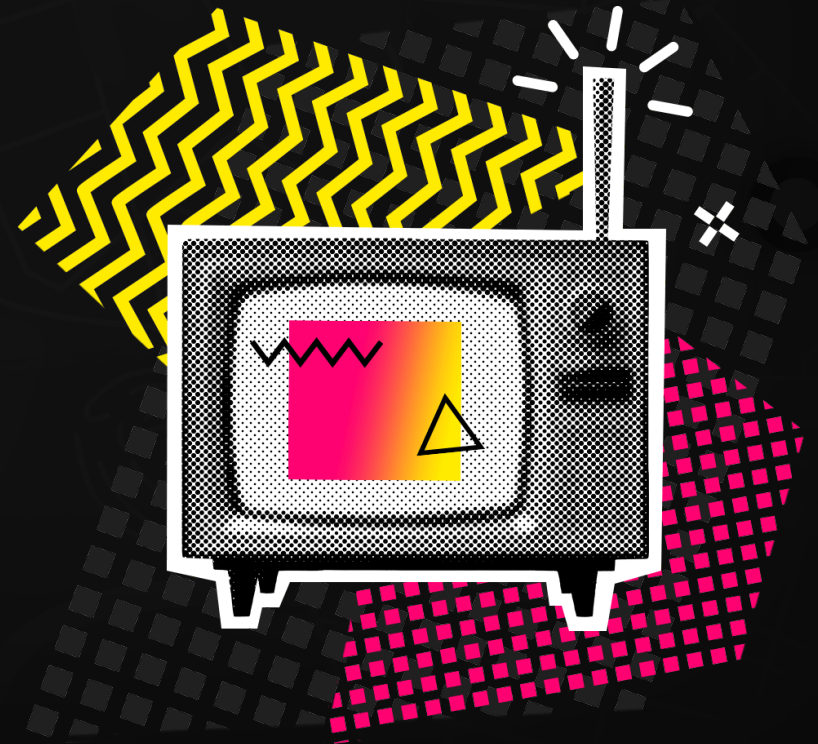
Connected TV

Connected TV refers to digital streaming. Whether it's your Smart TV or Disney+, when you're taken away from Freeview or Cable TV, there is a whole new way to advertise to your target audience.

One of the powerful things about this tactic is that you can choose by location, but also layer in some more choices too. If you want to target people who like football or are interested in gardening, it's all possible. You can be very selective about who watches your advertisement.

Another key benefit of this is that, unlike some of the other tactics, with TV you have an audience that is sitting down to view. They aren't distracted by something else that is on the page, or reading something and your advert is just to the side.

With Connected TV, they're watching your ad as there is nothing else to do until their programme comes back on. It's a far more captive and willing audience, and TV advertising has always been a good choice for many brands.





Top Tips

Our hottest tips, handpicked to help you get results

soop

Top Tips

If you're looking to either start or improve upon your Location Based Marketing, then we hope you've found some little gems in this guide. But, if nothing else, we encourage you to follow these top tips to optimise on all of your advertising.

Make sure you plan to capture a **passive audience** as well as an active one

Layer in lots of demographics, where possible, and really consider the profile of your customers

Have some level of **hyper local targeting**, and don't be afraid to make very clear decisions – targeting fewer people but who are all potential customers is the most cost effective form of advertising

Think about how it all fits into the **customer journey** – don't have a great advert and then not really think about how good your landing page is and lose the customers you've driven to your website


There is extreme power when you **layer in multiple tactics** – don't put your eggs all in one basket, use a few tactics together (we recommend 5) to drive the best results




Good Luck!

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