



How Geofencing Marketing Optimizes The Online Experience

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Knowing what your customers want and being able to deliver exactly that, is what every business owner dreams of being able to do. But when you don't have this information, the costly lack of knowledge can mean diminished returns.

If you really want to help your customers, you have to get inside their heads. Know how they think. Understand where they're likely to go, when, and why. That information doesn't have to be private anymore, thanks to innovations in geofencing marketing technology, location-based digital marketing that allows businesses to message smartphones in a defined geographic area.

Geofencing Marketing Is The Future Of Consumer Management

The customer experience (CX) has become central to successful marketing. In fact, 86 percent of senior marketers say that creating a cohesive customer journey is critical to success.

Geofencing allows you to set up a perimeter around certain locations, your brick and mortar location, for example that will trigger customer interactions when they cross into it. You can direct them to a special deal based on what their last purchase was.

This kind of meaningful CX drives user engagement, and helps customers find their way back to you again and again; taking mobile marketing to the next level.

How Geofencing Marketing Will Connect You With Customers

“Geofencing marketing provides a win-win situation for retailers and customers by seamlessly integrating the online and offline experience via mobile,” says Emil Davityan, Cofounder of Bluedot Innovation, a company specialized in developing precision smartphone location services.

The analytics provided by geofencing are invaluable for understanding and directing your customers. Knowing their shopping habits, and their habits throughout life otherwise, gives you the opportunity to reach out to them in meaningful ways. At the same time, it helps you build brand awareness and retain customer loyalty.

“Accurate location services allow retailers to enhance all of the interactions with their customer, in-store and out,” explains Davityan. “This type of contextual engagement enables consistent, personalized and high impact interactions before, during and after the customer’s in-store experience. The retailer is reaching customers beyond the store, increasing the value of purchases per customer and then optimizing afterwards through the analytics generated. All of this is achieved while providing a more seamless and valuable experience to the customer.”

Moving Beyond The Store

Imagine you find out that 30 percent of your customers leave your store and go straight to one of the five nearby restaurants for a bite to eat. By partnering with one of these restaurants, you can trigger a message for customers on their way out, suggesting a lunch deal at this establishment. The establishment can then direct their customer base to your business as well.

You and the restaurant both stand to benefit by jointly targeting customers, and the customer gets the positive experience of not having to think about where to go for food.

Taken even further, you can set up a geofence encompassing nearby blocks, so when a customer is in the area, you can remind them to come in and buy. The added convenience builds trust between shoppers and your brand.

Bridging The Gap Between E-Commerce And In-Store Purchases

This marketing technique helps companies drive business seamlessly back and forth between retail locations and e-commerce sites. Take for example, Cox Automotive, an Australian online auto exchange. They geofenced around 3,500 car dealerships nationwide to find out which lots customers were visiting and for how long, whether they took a test drive and, of course, whether or not they ended up buying a car.

With the capability to correctly attribute car purchases to searches in their online marketplace, Cox Automotive is able to redefine and expand its car advertising business.

This shows the power of geofencing in B2B venues as well as B2C, and in e-commerce as well as physical retail locations. Part of what makes geofencing so exciting is that it's a frontier. As a new technology, the ways to use it for corralling customers are only limited by your imagination.

The more you know about customers' minds and habits, the better equipped you are to provide a CX that's both positive and lucrative. With a little creativity, location marketing can drive sales and meet your customer's needs before they even realize what those needs or wants are.