How to Sell Geofencing and Location-Based Marketing to Clients

REVEAL MOBILE™

Technology

Location-based marketing runs on opted-in, privacy-compliant precise location data.

The vast majority of geofencing and location-based marketing technology is powered by opted-in GPS data, received from mobile phones.
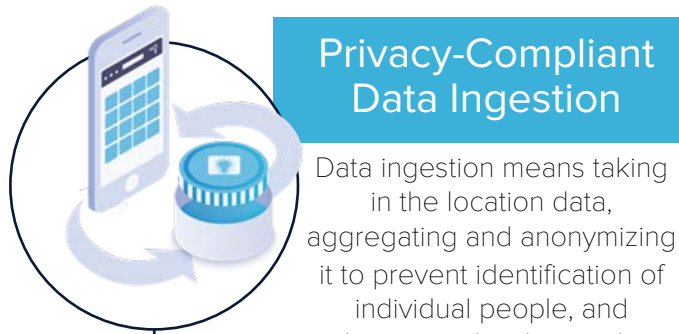
When a person opts-in to share their location with a mobile app, the latitude and longitude coordinates and mobile ad ID gathered from that app power location-based marketing and enable geofencing campaigns.

GPS data is the gold standard for location signals because it is the most privacy-compliant and has the most accuracy.

Technology

How Geofencing Marketing Works

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Privacy-Compliant Data Ingestion

Data ingestion means taking in the location data, aggregating and anonymizing it to prevent identification of individual people, and making sure the data is clean.

Place Matching

The data is matched to millions of points of interest, including stores, restaurants, and other commercial or public locations.

Analytics

Insights into foot traffic to specific locations are central to marketers' understanding how volumes change over time, frequency of visit, other places visitors go including competitive locations, and distance travelled to visit.

Audiences

Marketers can build custom audiences based on places people have visited and specific timeframes, accurate down to one meter. These audiences can be served ads via multiple channels, including social media, programmatic display, streaming audio or video, and more.

Attribution

To prove return on ad spend (ROAS), marketers can tie digital campaigns to the in-store traffic the campaigns drive, even while the campaign is in-flight. When the value of a visit is factored in, sales can be attributed to each campaign, providing marketers with clear insight into effectiveness.

How Agencies Win Clients with Geofencing

1 **Demonstrate ROI**
- Have a mutual agreement of what success looks like
- Focus on business metrics (sales, not CTR)

2 **Be a Strategic Partner**
- Don't be an order taker
- Bring new ideas, including targeting paid media campaigns

3 **Communicate, Communicate, Communicate**
- Make goals, timelines, scope and budgets clear
- Call out new capabilities and achievements

Recommendations

- Use data to strengthen creative and campaigns

- Provide better measurement and reports

- Become a strategic orchestrators for clients

Source: Forrester study commissioned by Google and 4A's

Who Uses Geofencing Marketing

Have Multiple Retail Locations

- Retailers, Chains & Franchises
- Auto Dealers
- Restaurants

Run Seasonal Or Special Events

- Travel & Hospitality
- Casinos
- Sporting Events

Want Attribution to Prove Value

- Media Companies
- Streaming Audio/Video
- Out of Home

Benefits of Geofencing Marketing

Help Clients Retain Customers

Geofencing your clients' locations is an ideal way to enable retargeting. By capturing the mobile ad IDs of people who visited a client's stores, an agency can serve ads to that audience enticing them to come back.

Help Clients Win Market Share

Geofencing locations that compete with your client is an ideal way to capture more market share. This is one of the most valuable use cases for location-based marketing.
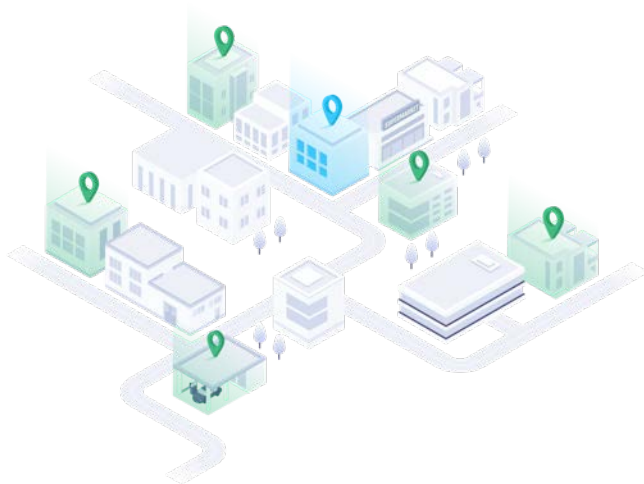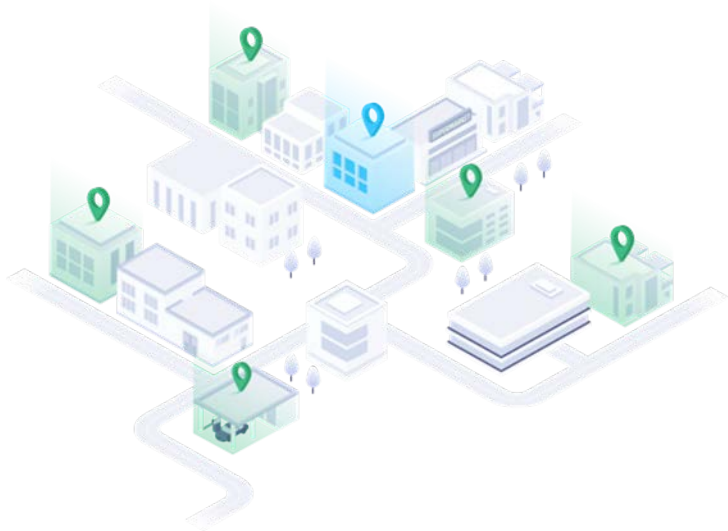
Help Clients Acquire New Customers

Geofencing places your client's ideal customers visit is an ideal way to grow through new customer acquisition. For example, an agency could geofence gyms for a client who sells health and wellness supplements.

Places Your Client's Ideal Customer Visits (Example)

Help Clients Acquire New Customers

Has disposable income and values quality
- High-end grocery like Whole Foods
- Specialty shops like Dean & Deluca and Harry & David
- High-end restaurants and shopping centers

Values local and organic
- Health food stores like Sprouts
- Gyms and fitness studios
- Farmers markets
- Day spas

Values low prices
- Discount grocery like Safeway
- Fast food chains
- Dollar stores

Values convenience and selection
- Bulk grocery like Aldi and Costco
- Target and Walmart
- Places families go

Selling Geofencing to Your Clients
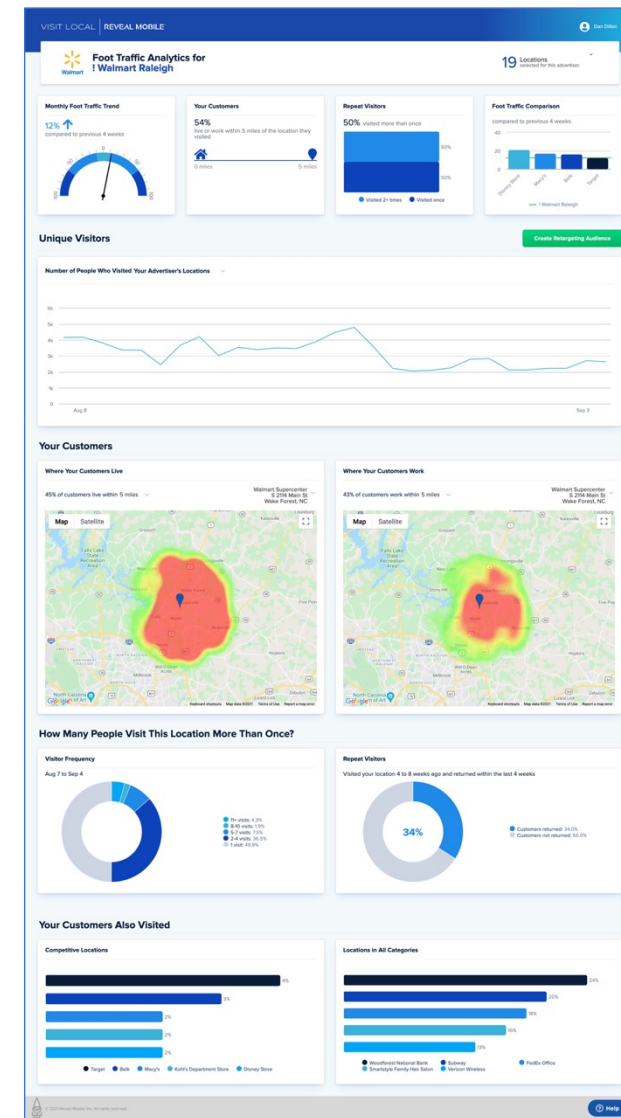
Stay above the glass.

No one asks how ads show up on Facebook.

Keep the message simple.
- "Eliminate wasted ad spend."
- "Target precisely who you need."
- "Advertise to people showing real-world intent."
- "Let me show you insight about your audience."

Let the analytics and the audience tell the story.

Confusion = No Sale

Source: VISIT Local

More Tech Savvy Clients

Bring in your digital expert.

Understand the root of the client's question.

- Have they run previous campaigns that weren't successful?

- Have they been promised results that never materialized?

- Do they have an incorrect assumption about the technology?

- To build trust, show the tech.

Agency Success Story

Direct Marketing Group

- Full-service digital agency

- Automotive industry

- 17 employees

- Based in Raleigh, NC

Clients want to target places they know their customers -- and their competitors' customers -- are visiting.

Targeting Facebook allows:

- Capture the audience, along with every other home and business within the radius.

- Capture audiences who aren't in-market shoppers and who aren't a part of the correct demographics.

Geofencing allows DMG to:

- Capture the exact audience we want to target

- Build geoconquesting audiences from competitors' lots

- Serve ads on Facebook

- Drive foot traffic to clients' dealerships

Agency Success Story

Results

Direct Marketing Group

DMG incorporates geofencing marketing into the advertising strategy for 10 of their clients.

Through dealership level geofencing, DMG's clients know if their target audience shows up on their lots.

With foot traffic attribution reports, clients can see if target audience members visited them or visited a competitor.

Buick GMC Cadillac Dealer

7 Geo-Fenced Locations   **271 Conversions**

Chevrolet Dealer

4 Geo-Fenced Locations   **115 Conversions**

Harley-Davidson Dealer

2 Geo-Fenced Locations   **72 Conversions**

How DMG Sells Geofencing – Video

Campaign Details

GOAL

- Drive downloads of Moe's app & coupon redemption
- Increase foot traffic to restaurants
- Win over customers going to competitive locations

AD DELIVERY

- Advertise across social media
- Use custom audiences on Facebook

Finding the Ideal Audience

- **Visitors to Moe's**

- **Visitors to direct competitors**
  - Qdoba
  - Chipotle

- **Visitors to indirect competitors**
  - Mexican Restaurants in trade area

- **Audience = 20,000**

Facebook matched 85%
of this custom audience (17,000)

Campaign Performance

67%

Increase

in app download conversions compared to non-location-based audiences

How to Sell Geofencing and
Location-Based Marketing

Want to
learn more?

Get a Demo

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