

# CHEAT SHEET

# LOCATION-BASED MARKETING



**Location based marketing (LBM)** is a direct marketing strategy that delivers targeted communications based on where your audience is standing. With the proliferation of mobile devices in today's market, there is tremendous potential to leverage this emerging technology.

## GEOFENCING

Starting with the most broad area proximity marketing, a geographic fence or "GeoFence" is a virtual way to define a physical area for marketing purposes. This brings a lot more flexibility for marketers than using pre-defined designated marketing areas (DMAs) or ZIP code.

Geofence technology targets users using their mobile devices when they "enter" or "leave" one of these custom-defined areas. Because of the variety of mobile devices out there, the technology is not incredibly precise – let's say one city block is an example of an area – but GeoFence can work effectively when you want to target users "nearby" or within a broad location.

Practical applications could include a welcome greeting to visitors who enter a mall property or theme park. Geofencing requires an app which is aware when users enter your geofence which means it can customize its response based on proximity.

## BEACONS

Beacons get more precise than geofencing by allowing you to zero in on your target with even more relevant messages when their physical location triggers a signal from a nearby beacon.

Beacons are small wireless devices about the size of a business card that detect your proximity via your mobile device. Unlike GPS, they provide more precise targeting, use less power, and work really well indoors.

Building upon our examples of Geofencing above, beacons can be placed at many locations within the geofenced area for a "one-two" marketing punch! For example, welcome your visitors to a geofenced location and then ping them again with a compelling offer as they approach a desired location. And because beacons are based on proximity and not a pre-defined geographical area, they can be placed into portable marketing tactics that allow you to take your marketing relevancy on the road. Beacons also require an app.

## SMART POSTERS

Even more precise than a Beacon is a "smart poster". These are direct response vehicles for your marketing message. Users interact with them by touching their phone to the smart poster.

For instance, a movie poster may tell you to tap your phone to watch the trailer, or get showtimes for that movie. Because Geofencing and Beacons both require an app, and a Smart Poster does not, Smart Posters are an ideal way to drive users to download your app. An example may be to tap your phone on the poster to download our app. Once the user has installed your app, then you can also target them with Geofencing and Beacons making a location based marketing nirvana.



Text **eTips** to **55155** to receive our weekly eTips via SMS

## A NEW DIMENSION IN LOCATION MARKETING



**PEGGY NORDEEN**  
CEO, STARMARK

Most of us with smartphones have been surprised by the occasional highly targeted mobile ads that not only reflect our interests, but also our location. More often than not, the ads serve up a message or a coupon that drives consumers to a physical location to redeem, or they have to download an app in order to be served up the information in the first place.

David Weiss, a lawyer-turned-inventor in the early rise of the dot-com era in Silicon Valley, is out to change all that. The owner of Boca Raton-based Media Bridge LLC, Weiss is focused on presenting consumers with a traditional point-of-purchase medium –

a poster – that they can interact with digitally. In fact, the poster allows them to connect with the digital world to purchase tickets, obtain a video, download an app or a game, or buy something and have it shipped.

### CONNECTING THE PHYSICAL PRINT AND DIGITAL WORLD

“Everyone spoke of how the digital world was going to replace all traditional print media in the late ‘90s,” Weiss said. “And since then, I have been thinking about ways to connect the digital and print media worlds.”

Weiss’ printed poster is not an ordinary poster. He refers to it as a smart poster, incorporating an inexpensive technology that allows smartphones without an app to tap it to interact. The only technology is an antenna on a sticker that adheres to the back of the poster and, when produced in quantity, is very economical. Media Bridge licenses the technology. Weiss says he has a patent that covers the smart poster, as well as other applications, and Media Bridge charges per click, like many other digital media channels.

### IMMEDIATE INTERACTION WITH BRANDS

The marketing power for the smart poster is untapped, in the sense that Weiss only began offering it recently. However, marketers can understand how the application of this digital “media bridge” from old-world, out-of-home point-of-sale to new-world digital will empower buyers and sellers with instant gratification and interaction reinforced by brand messaging.

Even more exciting for marketers is the opportunity to integrate the smart poster with the other near field communications that are fueling location-based marketing. The landscape emerged with geofencing, which casts a wide net targeting consumers’ smartphones with pertinent mobile ads for events, destination shopping at malls, casinos or coupons for a nearby dining establishment. Since its inception, it has proven very effective. Take location marketing integration a step further by combining geofence ad targeting with beacon technologies that use a chip to detect consumers at close range – in 10 to 20 feet. You’ve created an impressive one-two punch to increase ROI of ads 200 percent or more.

### A 24/7 OPPORTUNITY

Now layer in the smart poster, which can actually interact with the customer at an even closer range and close the sale. Together they can revolutionize the future of retailing because, when store hours are over, the smart poster can keep attracting customers and delivering on the sale, 24/7.

While Weiss is both a local and internationally recognized inventor, his knowledge of location-based marketing (also called proximity marketing) is winning more international acclaim every day, and he will be a keynote speaker at the Smart Contactless World Exhibition and Conference in Marseille, France, this September.

The opportunity to merge the activities of the real world in a more relevant way with the convenience of information and purchasing in the digital world can make local out-of-home marketing communications more powerful, more predictable and more profitable than ever.

© South Florida Business Journal.  
All rights reserved.