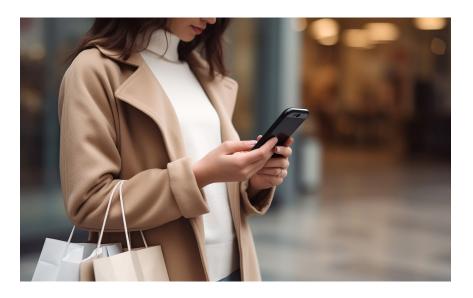# GEOFENCING, A COMPETITIVE ADVANTAGE YOU'LL WANT TO LEVERAGE

When you see the word geofencing, what's the first thing that pops into your mind?

WHAT IS GEOFENCING?

Geofencing fences in your targeted consumers in a particular location using their mobile device ID numbers. From the mobile data, companies refine their ad campaigns accordingly based on income levels, consumer activities, personal preferences and so forth.

When a targeted consumer enters a competitor's store, they will get ads showing your products/services and how they compare in terms of cost and quality. Geofencing expounds on competitive "conquesting" and it's a significant benefit of geofencing.

GEOFENCING CREATES OPPORTUNITY FOR BUSINESS MARKETING EFFORTS

With a significant amount of internet traffic going through mobile devices, firms are clamoring to adopt this new marketing channel and take advantage of its benefits. But, how does it work for a business? By using the system to roll out attractive and scalable options, firms aim to add more rewards to the consumers. Apart from that, the tool is put right in the palm of shoppers.

How device targeting ID mobile apps work

Geofencing/location-based mobile apps aim to boost business expansion efforts. If a merchant knows where a customer is, it is possible for them to push offers unique to their location. Sellers promote their customized services/client-favorable offers through GPS-enabled devices. However, this can only apply within a designated geographical area. Such initiatives increase the amount of traffic into a store, fostering sales and creating awareness around a service or product.

How can a business leverage the benefits of the device ID?

The geofencing application utilizes GPS technology advancements in mobile phones and other smart devices and delivers messages that are relevant to target consumers. Ultimately, a business can do location-specific advertising, sending their messages to customers' smart devices based on locality at a given time. Not only are location-based applications beneficial to vendors/merchants, but they also offer convenience in availing critical emergency services through related medical service providers.

Customer rights

Let's talk about customer rights. So, does a customer receive automatic message prompts whenever they enter a specified designated location? No, unless the person has signed on to receive the information. On the other hand, the target group can only get messages from merchants that have a geofence.

Part of the appeal of Micro-Proximity targeting is that it works in both directions. Merchants can offer real-time and applicable information to shoppers that are within their geographical zones. Note that prospective clients have to be willing to receive the information/incentives or any other contextual adverts based on the customer's location. Given it is in the customer's control to select the location-based messages they wish to receive, they can, therefore, decide which ones appeal to them and make informed choices.

OTHER USES OF DEVICE ID

In the real estate industry, they can disseminate information about available investment opportunities. Besides its application in routing visitors around street closures, it can also be used to communicate changes to residents. Geo-fences work well in creating awareness.

Adding Geofencing functionalities to your business growth agenda will ensure you have a powerful and effective platform to engage your customers on their terms. What does this do for a business? Effectively, it helps a firm develop a tighter connection with its clientele.

As more businesses come to realize the allure of text message marketing, the platforms continue to improve. Conversely, this favors more innovative technologies that can entice customers into purchasing from a business. So, as you can see, all that rightly placed fences do is make excellent customers. Marketing doesn't have to be complicated or overly expensive to help you grow your business. Partner with Talon Media today.

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