

# KEYS TO SUCCESSFUL GEO-MARKETING

What is geo-marketing? Why has it become so popular? Simply put, geo-marketing delivers content to people based on their geographic location. According to Forrester, a research and analytics firm, having a customers' location data increased conversion rates by 60% and improved a marketing campaign's ROI by 68%.<sup>1</sup>

Not only is geo-marketing an effective (and efficient) way to reach consumers, but it's also a way for local businesses to connect with their community. Let's see how:

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## TESTIMONIALS

"Advertisements are easily skipped over, whereas in your publication, they COMMAND attention."

– Heidi N.

"The calls have been steady. Advertising with the magazine has not only yielded steady interest but also quality clientele who are likely to hire me for my services after meeting with them."

– Jennifer J.

### Get Their Attention

When an ad is too far-reaching, it needs to stand out amongst thousands of *uninterested* parties! Geo-marketing, on the other hand, does the targeting for you. Local businesses are more likely to be relevant to the consumers. If we recognize a name, location, or business, it catches our eye. Syed Gilani of Safr Technologies recommends recruiting a spokesperson. "It's important to understand that people trust a fellow person more than a generic ad," he says.<sup>2</sup>



### Low Tech

Geo-marketing doesn't always involve tablets and smartphones. It simply means that your marketing strategy is centered on your location. For instance, BVM magazines use *micro-targeting* to reach a local consumer base with high-quality, relevant content, which includes *your* message! Local advertisers trust BVM because it helps them build a relationship with potential consumers.

### It's Your Community!

Remember, you know your target audience better than any algorithm or third party. You know their location, income and hobbies. You understand why they purchase your products. Geo-marketing can act as an extension of that connection. It actually invites people *deeper* into their own communities. For example, do you host a special event where pets are welcome? Your customers can connect with like-minded local people who also frequent your business.



### Rapport and Trust

One thing that defines a community is its shared values. "Speaking to those values in an authentic way not only builds rapport and trust, but also is just a good thing to do".<sup>2</sup> Community involvement (especially for local causes) helps you build local trust, but it also helps you stand out! "This will propel your organization through the noise," says Kyle Mitnick of Advertise Purple, "and provide a platform to relay the driving force behind your good-natured work (a.k.a. your brand message)."

<sup>1</sup> "Things you need to know about geomarketing in 2019." *Medium* 13 Mar 2019.

<sup>2</sup> Forbes Business Council. "15 smart ways to cut through the noise in local advertising." *Forbes* 14 Jan 2020.