



Guide

How to improve in-store performance with Geofencing technology.

We're living in the online era.

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In the UK, not a week passes without news reports focusing on the death of the high-street.

The fact of the matter is that retailers are struggling when it comes to their bricks and mortar stores and that was before the volatility of lockdown restrictions. They may still be winning online but are having difficulty with translating this into consumers spending money in their locations. For many it has led to high-street closures, or takeovers only focusing on purchasing the online side of their businesses.

But it doesn't necessarily have to be this way. Technology can enhance the in-store customer experience and pull shoppers through the doors in the first place, impacting the profitability of your locations. Here's how.



The modern-day customer demands a consistent and tailored experience with a brand across all digital touchpoints.

Geolocation targeting

Marketing geolocation is used to narrow down communication to a specific location.

Two distinct practices exist; geotargeting and geofencing. Both can be used to improve the profitability and the performance of your physical location. If you get it right, this can also impact the online aspect of your business too.

Geotargeting

Geotargeting is an ideal tactic to engage with an audience that is in a specific geographic area.

You will define the exact audience you want to engage with in the area, for example families of three to five people within a certain town or city.

Whatever you spend on digital advertising will go towards targeting this exact audience and no one else.

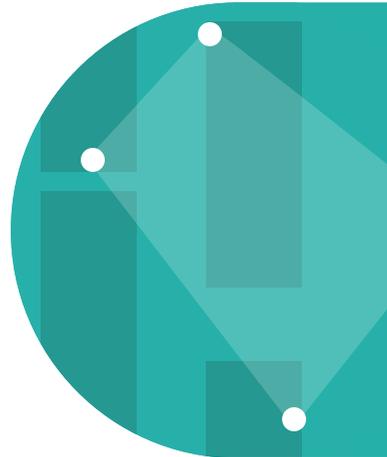


Geofencing

Geofencing is all about how close an individual is to a defined location and enables you to target users with ads as they're on the move.

You simply draw a digital fence around a specific location, of your choosing. Once users pass through this fence they'll receive an ad on whatever device they're using, most likely their smartphone, but it could also be a tablet.

The key aspect is the location will be defined by you. It could be one of your local stores or even one of your competitors.



Enhancing your in-store performance with geolocation technology

Try and build your local in-store strategy around the following:

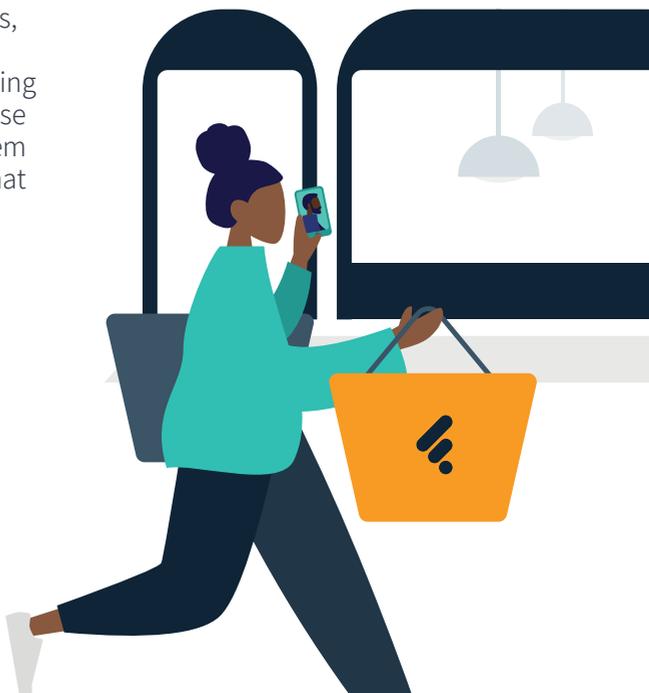
Geotargeting: Getting the right people into your location

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But the profitability of your store all comes down to getting the right customers in through the doors and that has never rung more true than this year.

So, who are the right customers? It's the ones that will spend money and return again and again. This is where geo-targeting comes into its own. If you know that the customers of the most value to your business are individuals of a certain age, or families with a specific number of children, through geo-targeting you will target this specific audience in your local area.

But to get them through the doors, your offer or deal needs to be appealing. Remember, you're asking them to travel rather than purchase online. You really need to give them a reason to do so. Understand what is down to you but try focusing on the USP of your business and products and the experience you can give them in-store.



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Geofencing: Ensuring your competitors customers come through your doors

Geotargeting will enable you to target your key demographics in your local area, but how do you narrow your targeting down to consumers that you know are considering products very similar to your own?

By focusing on your competitor's customers and visitors.

A key advantage to geofencing is that it enables you to choose wherever you want to draw your geo fence. You have the ability to draw a fence around one of the locations of your competitors, with no way of them being able to stop it. All you then need to do is get the messaging and content of your ads right. What exactly will get these users to turn their back on the brand they originally favoured and spend their money with you instead?

Geofencing: Delivering an omni-channel customer experience

Geofencing provides a win-win for retailers and customers by delivering an integrated experience both online and offline.

You can engage with customers online while they're in a nearby location with ads to their mobile devices which are more than likely smartphones. Consider serving them with ads focusing on in-store promotions or for an event that may be taking place in your store. When the customer actually spends time in your store and hopefully makes a purchase, you can then provide them with additional ads or promotions that focus on their next online purchase.

Through this technique, you're sending traffic back and forth between your physical location and your website. Crucially, you're giving your users a reason to shop with you both online and offline.

Geofencing: Improving in-store customer experience

You might have drawn a fence around a specific area near your store with the idea of driving footfall into your store.

But what about those customers that were planning to see you already? How can you give them the best possible customer experience as soon as they set foot in your location?

By narrowing your fence down to just your location, you can engage with your customers the second they set foot inside. Consider providing customised messages, personalised offers or free gifts. Whichever option you choose or whatever tactic you select will ensure you provide a positive shopping experience and promote loyalty.

Leaving your customers questioning just what they might get the next time they visit your store. This will encourage that next visit to be much sooner rather than later.

Geofencing: Securing feedback to improve your in-store experience

You have a couple of tactics to understand how to make your in-store experience better. The first is to serve your customers with an ad asking them to complete a customer questionnaire (with an offer as an incentive). This is valuable customer feedback.

You can also effectively measure your in-store bounce rate, as you'll have key data on the number of people that entered your store versus the purchases made.

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Geofencing: Capturing returning visitors

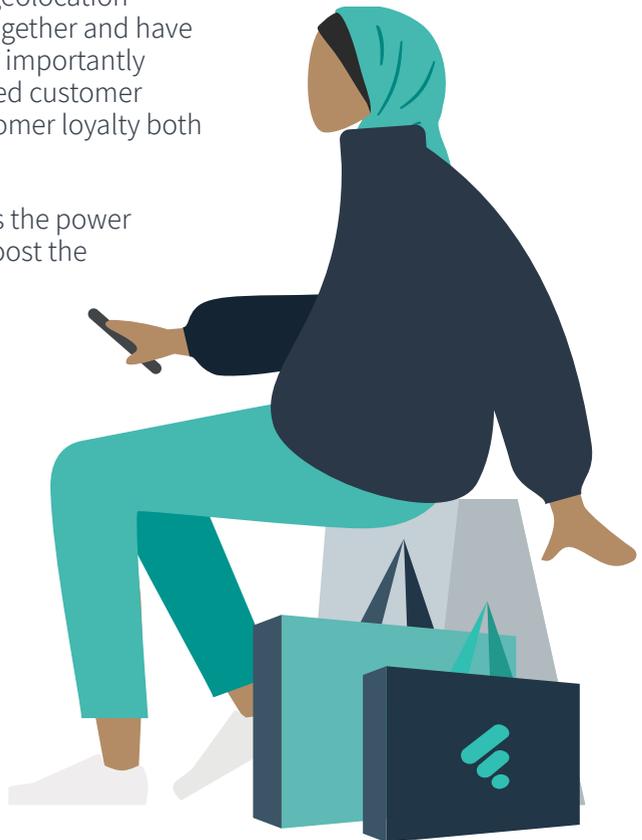
The performance of your locations will depend on your ability to pull returning customers back to the store. Geofencing enables you to do this by serving ads to those customers that visited your store, just a few days later.

A targeted ad to these customers with an additional incentive could be all that's needed to get them back in your store and spending money or purchasing online. Ideally both.

Making geolocation work for you

There's no reason why the online and offline elements of your business need to be separate entities. The right approach to geolocation technology can bring the two together and have them working in harmony. Most importantly you'll be providing a user-focused customer experience and promoting customer loyalty both online and offline.

Now that's how you can harness the power of Geolocation technology to boost the performance of your business.



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