

Location, Location, Location.

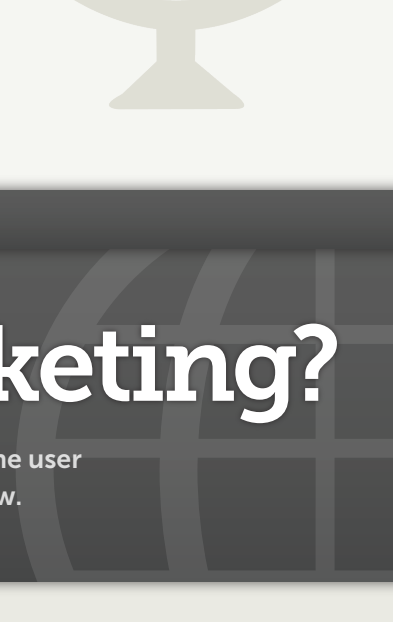


GEO-MARKETING & WHY IT MATTERS



"Location, location, location." It's perhaps one of the most commonly recited marketing tenets. Traditionally, the phrase has been taken to mean that your business must be in the correct location, geographically, to be successful.

As the world changes and as new technology emerges, the phrase seems to have taken on new meaning. Whether you have a retail location or not, you need to pay attention to the location of the consumer, and tailor your marketing message accordingly. This infographic briefly explores geo-marketing, why it matters, and how it can be used to grow your business.

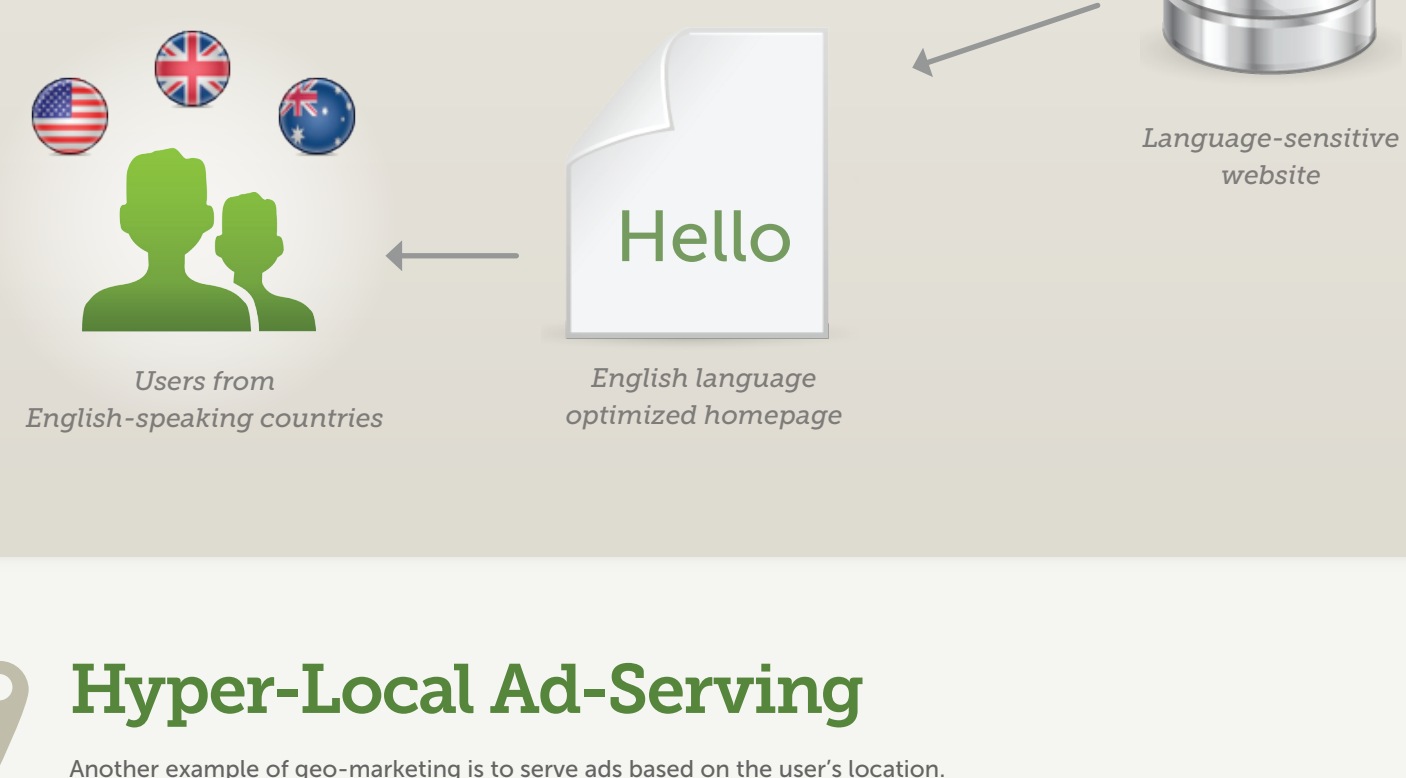


What is Geo-Marketing?

The main premise behind geo-marketing is to display content to the user that's relevant to their location. Some common examples are below.

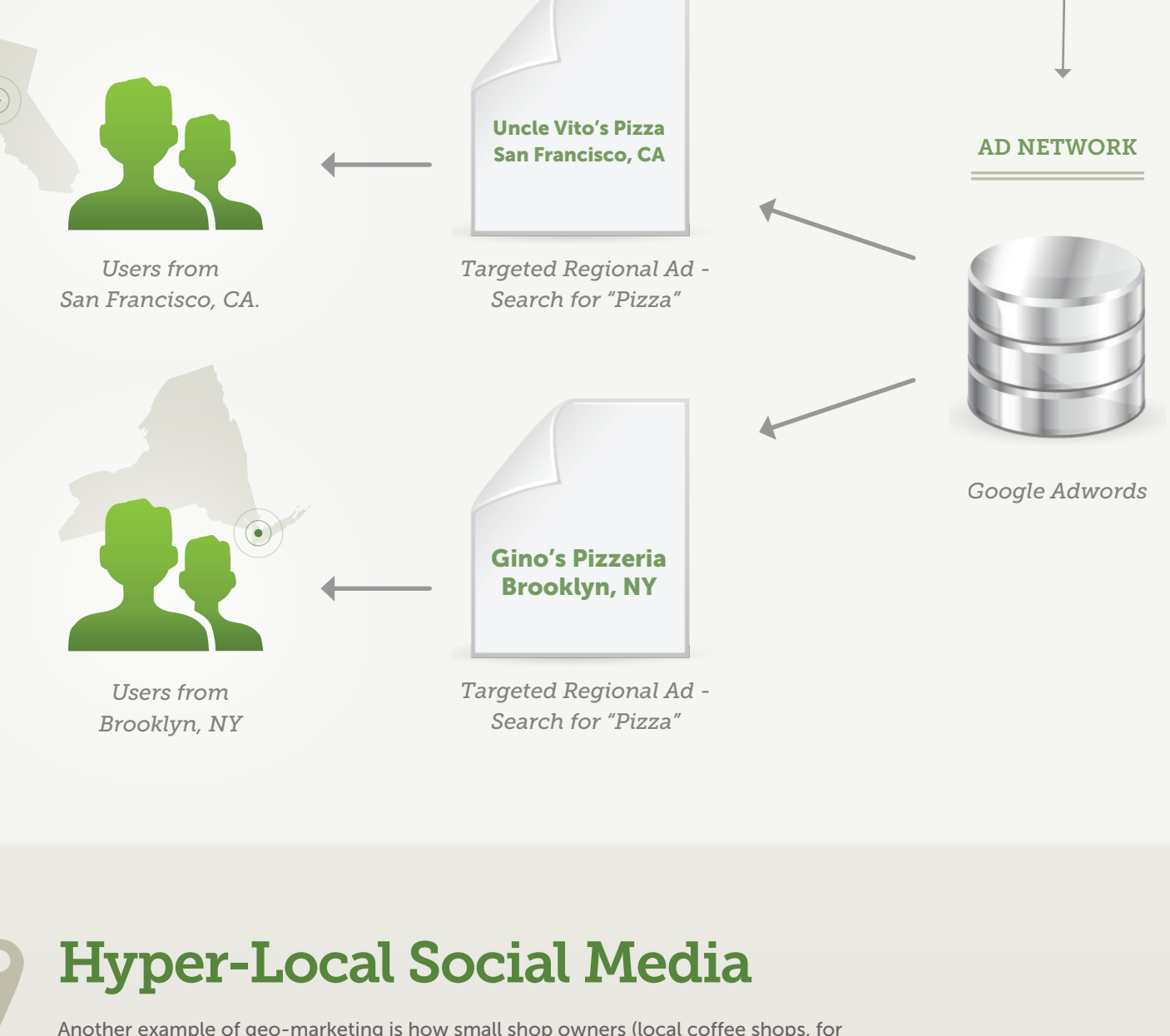
Language-Sensitive Homepages

A common example of geo-marketing is to detect the country of origin and display a language-sensitive homepage based on that information.



Hyper-Local Ad-Serving

Another example of geo-marketing is to serve ads based on the user's location. Google, Bing and most display networks support geo-marketing.



Hyper-Local Social Media

Another example of geo-marketing is how small shop owners (local coffee shops, for example) leverage social media. Typically, these businesses have gathered social media followers who are in close proximity to the physical location of the business. This allows the business to send highly-targeted special offerings, sales, and events, etc.



AT&T's ShopAlerts

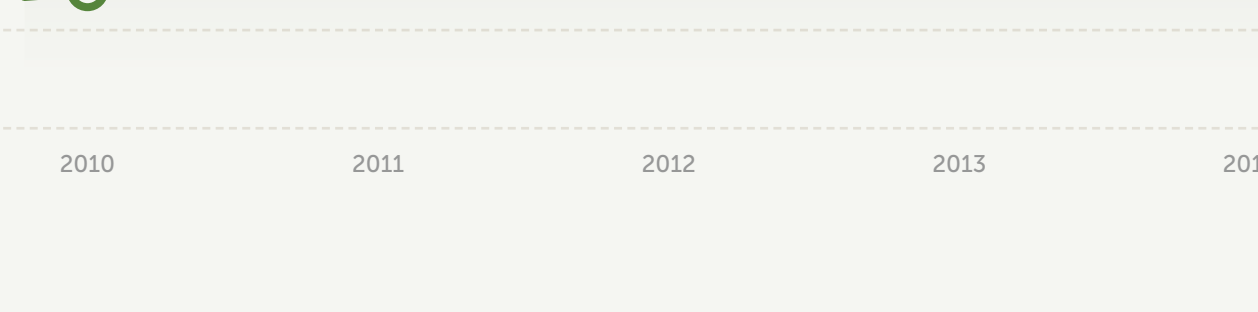
In June 2011, AT&T created a "geo-fence" network around participating retail locations to send location-specific messages (deals, coupons, etc.) whenever a subscriber came near. After the program ended, it was determined that there was a 25% purchase conversion on some of the offers.



Geo-Marketing by the Numbers

The practice of geo-marketing is becoming easier and more widespread—partially due to the rise of location-aware hardware and software.

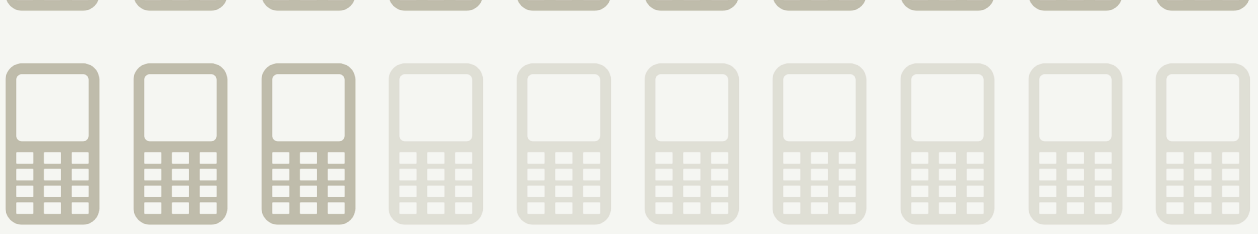
63% of smartphone users "frequently" use apps that require them to give their location (2010).



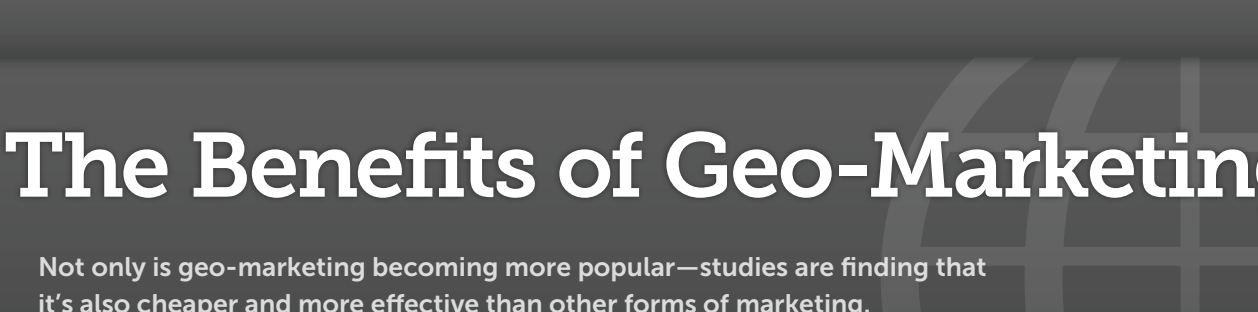
Local online advertising expected to grow 255% to \$35B by 2014 (U.S.)



90% of U.S. marketing agencies had clients requesting geographically targeted online ad campaigns (2011).



65% of companies are focusing on geographical context for their mobile marketing tactics (2011).



The Benefits of Geo-Marketing

Not only is geo-marketing becoming more popular—studies are finding that it's also cheaper and more effective than other forms of marketing.

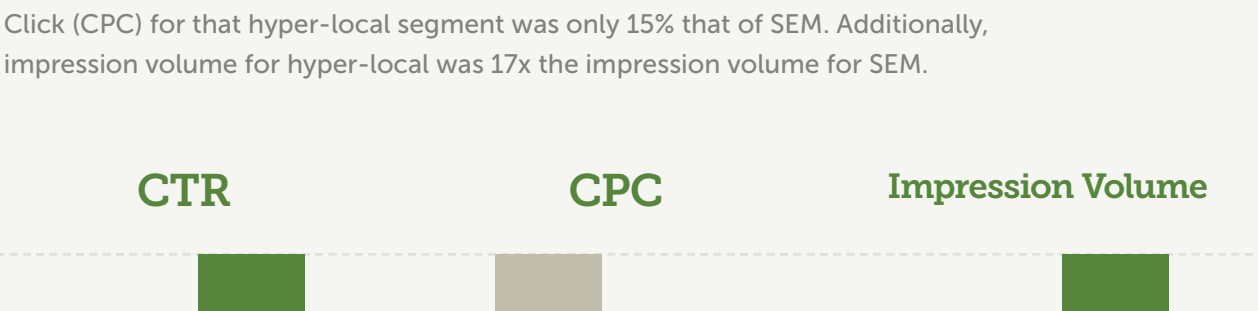
50% of the visitors to Google Maps only do business with the top 3 results.

- ✓ Extreme Pizza
- ✓ Una Pizza Napoletana
- ✓ Patxi's Chicago Pizza
- Pauline's Pizza
- Uncle Vito's Pizza



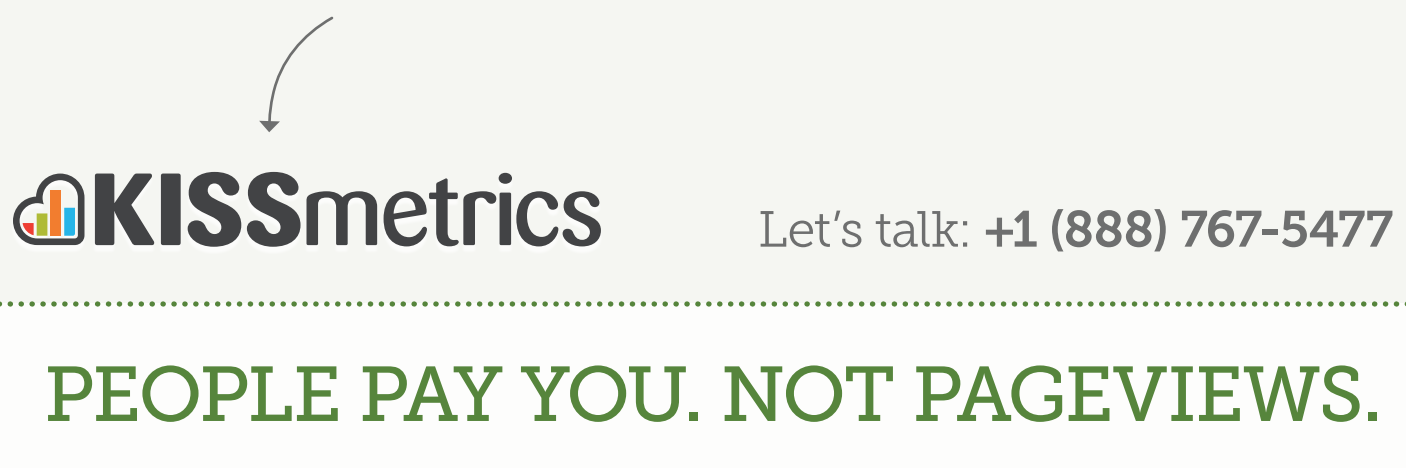
Be sure to optimize your business directory listings.

60% of advertising professionals say that geo-targeted ads deliver a stronger ROI than other buys (2011).



Hyper-local marketing is cheaper, more effective than SEM (2011).

A test conducted by one company suggested that hyper-local CTR was 30% higher than CTR for traditional search engine marketing (SEM). Further the Cost per Click (CPC) for that hyper-local segment was only 15% that of SEM. Additionally, impression volume for hyper-local was 17x the impression volume for SEM.



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