

10 Location-Based Marketing Campaign Ideas

That You Can Steal Right Now



DIGITALMARKETER

Dear Marketer,

We are so excited to share this booklet with you! Full of emerging trends, hot tips, and new ideas to help you maximize your location-based marketing. We know that location-based marketing can make a huge impact on your marketing campaigns, and when you have the know-how to make sure each campaign is effective, efficient, and low-cost, then you have the secret sauce to move your marketing forward.

Because we know how important location-based marketing is becoming, we joined forces with Reveal Mobile to make sure that all of the businesses, agencies, stores, and marketing firms that we collectively work with would have access to the most up-to-date tactical ideas and strategies.

We look forward to hearing your feedback and if you have any questions or want to know more, head to revealmobile.com.

Sincerely,

DigitalMarketer and Reveal Mobile



DIGITALMARKETER

REVEAL MOBILE™


Location-based marketing. As an agency and a marketer, you know its power. You've seen how it can drive foot traffic and increase sales.

Your customers and potential clients on the other hand... they may be skeptical or completely in the dark about this marketing tactic.

Even if they aren't, getting started with location-based marketing can seem daunting.

To help you run more highly effective location-based marketing campaigns, [Reveal Mobile](#) and [DigitalMarketer](#) teamed up to create this guide of **10 location-based marketing campaigns and strategies you can swipe and use... today.**

Use these low-cost, highly effective campaigns as blueprints to build your next location-based marketing campaign or keep these ideas in your back pocket so you're ready the next time your client springs on you, "Sooo, what's next?"



Campaign 1

Getting Customers Back to Brick & Mortar Stores

Difficulty: Low

Effectiveness: High



One of the easiest ways to generate more revenue is to get customers to come back again and again.

For your clients who have a strong online presence, this is straightforward: you can create a retargeting campaign for those who have visited your client's homepage or a specific product page.

But how can you generate repeat business for clients who have brick and mortar locations?

Even if a person didn't visit your client's website, **you can still retarget them.**

How?

By retargeting people who have visited the store.

Even if your client didn't get or doesn't collect a shopper's contact information, you can use location data to retarget those visitors. After all, if they've shopped or just browsed once, they're likely to do it again. With a display or a social media ad, you can give previous shoppers an incentive to return.



How exactly does this work?

Location data companies—like [Reveal Mobile](#)—have the technology to build audiences made up of people who visit a specific location, such as a store, an auto dealership, a restaurant—you name it. This enables you to do some very smart marketing.

With this technology, you can know exactly who has visited certain stores and when. Armed with that audience of privacy-compliant data, you can create a custom audience for Facebook, Instagram, TikTok, LinkedIn—any social media site. And the best part is, you'll know that the people who make up this audience are more open to hearing from your client and buying from them again because they've done it before.

This strategy allows you to cut through the noise of unqualified leads, and, instead, gives you hyper-targeted leads. Retargeting everyone who has visited your client's store is the low-hanging fruit you can quickly deploy to start generating a campaign that drives serious ROI.

Bonus:
[Guide to
Creating and
Using Custom
Audiences On
Social Media](#)

Campaign 2

Using Facebook & Google Geotargeting

Difficulty: Low

Effectiveness: Variable

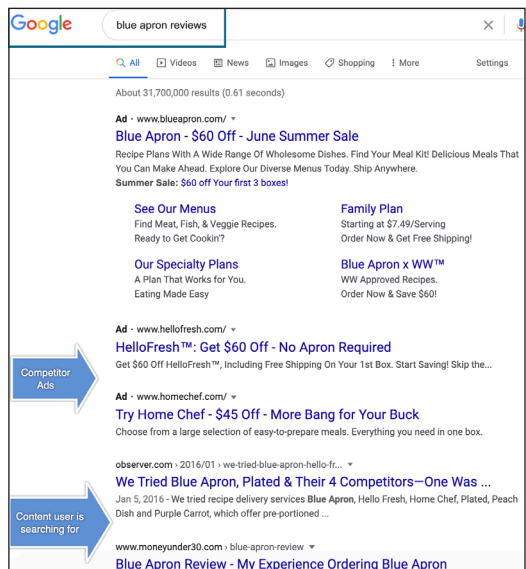


Both Facebook and Google have geotargeting tools built into their ad platforms, and their geotargeting is the fastest and easiest way to get started using location-based marketing tactics.

If the audience you're targeting for your client lives in a certain city or country, you can focus in on that location and serve ads using either platform.

You can use this tactic to add a touch of personalization with your ad copy or design, such as "Hey, Austinites!" (for Austin, TX) or "Hey, New Yorkers!" coupled with a local image that fits the campaign's goals. And it's an ad you can start working on and submit to Facebook or Google for approval today.

One thing to keep in mind with these ads, while both allow you to easily target a location, you'll use different ad tactics for Facebook versus Google. For instance, one of the biggest differences between Google and Facebook Ads is search intent. Google searchers are *specifically looking for something...*





...while Facebook users are shown ads based upon their interests and pages they've interacted with....

With that in mind, Facebook is more about brand awareness and Google is more about solving answering a searcher's inquiry.

With some strategic-thinking and the use of common tools, your location-based ads can start to make an impact.

A screenshot of a Facebook advertisement for Fabletics Men. The ad is sponsored and features a dark background with a person wearing light-colored shorts. The main text reads 'FABLETICS MEN ALL SHORTS 2 FOR \$39 WHEN YOU BECOME A VIP MEMBER'. Below this, there are three icons representing product features: 'SWEAT-WICKING', 'ANTI-STINK', and '4-WAY STRETCH'. At the bottom, there is a 'Shop Now' button and a link to 'STYLE.FABLETICS.COM'. The ad also includes a promotional message: 'No more tech you can't pronounce, no more \$90 shorts. Right now, get any 2 shorts for just \$39 (new VIP Member exclusive). You're welcome.' and shows 182 likes and 15 comments.

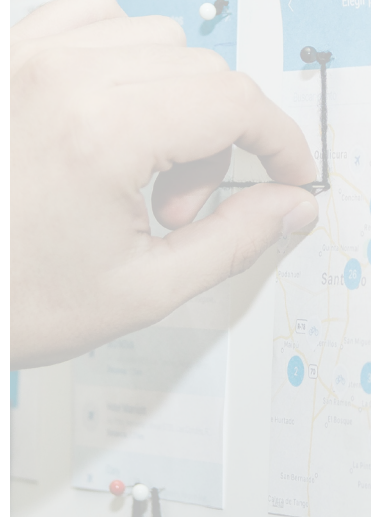
Not only that but if you're just getting started with location-based marketing, Facebook and Google's tools will help you become

Campaign 3

Diving Deeper into Location Targeting

Difficulty: Low

Effectiveness: High



Taking this a step further, you can get more granular and specific with your local targeting.

For instance, you can target people based on seasonality and where they live, as Purple Mattress did in [one of their most successful campaigns in the company's history](#).

Their idea was, as temperatures rise in the summer, it can be hard to sleep at night. To capitalize on that, Purple started targeting social media users who lived in areas with high average temperatures, like Phoenix, with their Sleep Cool campaign.

Why Most Mattresses Sleep HOT (Except this one)

DO YOU EVER WAKE UP LIKE THIS GUY?



Chances are it's not you, it's your mattress.

Most mattresses don't breathe. Memory foam, latex, even foam with "cooling" gel beads are hot because there is no place for air to flow.

These materials are either completely solid or have very small airways that allow for little ventilation.

But not all mattresses sleep like that.

[BUY A COOL MATTRESS NOW](#)



Next, if you or your client have a physical store, you can look at people's proximity to your business. Denny's restaurants did this by running a geotargeting campaign directly to those who lived within a certain radius of each restaurant.

The result was an [11.6%-34% uptick in in-store visits](#).

While it's possible to run geotargeted campaigns like these using Facebook and Google Ad's built-in tools, you may need to customize your audiences based on specific locations they visit. You can do this with solutions like VISIT Local from Reveal Mobile, which gives you full location-based analytics, audiences, and attribution capabilities.

By diving deeper into location-based marketing and looking at proximity and seasonality, you can find people who are most likely to buy from your clients and sell directly to them.

Campaign 4

Targeting Your Competitor's Visitors to Win Market Share

Difficulty: Low

Effectiveness: High



Another targeting strategy you can quickly implement is to look to your competitors or your client's competitors for customers to win over. If they're already visiting and buying from the competition, chances are they are open to considering an alternative—you or your client.

After all, if you like tacos from one chain, you're likely to like all tacos (or at least open to trying new ones). This was the sentiment Moe's used to compete with Chipotle.

Find the Moe's case study [here](#)

Marketers of all stripes attest that this is one of the most valuable tactics for winning market share and growing a business. Here's how you do it.

Use location-based marketing software to create an audience that's specifically made up of those who've visited a competitor's business.

Use this location-based audience made up of the competition's customers to run...



1. An awareness campaign

Perfect for new businesses that need to build mindshare

2. Ads that differentiate you, or your client, from the competition (but make sure your ad copy and design clearly states how this benefits the customer and why they should care)

Perfect for businesses that can win on differentiated service or product quality

3. Ads with discounted products or a coupon that will entice them to become first-time buyers of you or your client

Perfect for businesses in highly competitive categories or in mature consumer markets

Running these kinds of ads with an audience made up of competitive visitors helps you win market share and better serve your clients with a consumer retail or brick and mortar presence.

Campaign 5

Thinking Outside the Box by Targeting Related Businesses

Difficulty: Medium

Effectiveness: High



Targeting the competition isn't the only way to increase market share.

If you look to target businesses that are related to your client's business OR businesses that customers go to *before or around the same time* as when buying from your client, you can create a custom location-based audience based on those habits and behaviors.

For instance, you can target a location-based audience from...

- Visitors who frequent physical home goods stores to sell them items for their home (think candles, pots and pans, towels, desk lamps, etc.)
- People who went to U-Haul and other truck rental locations to sell them moving-related products (think furniture, paint, lighting, etc.)
- Visitors to lifestyle-based locations (think health and wellness, wine, coffee, etc.) to sell them items related to that lifestyle, like fitness clothing and accessories to gym goers

So think about what other brands your or your client's target audience might have an affinity for. What stores do they frequent while also buying from your clients? Doing this will quickly give you more high-intent, addressable audiences.






Location-Based Marketing Campaign Swipe File

Everyone needs inspiration, and with the above, we hope we've gotten some thoughts and ideas flowing. In this section, we'll examine location-based marketing campaigns that are not only really cool but really effective. We'll look at 5 brands that are winning at location-based marketing to give you more ideas on how you can do the same.

Add these to your swipe file, use them as inspiration for your next campaign, and share them with your peers and colleagues so you can geek out on them together.

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Whole Foods

Geo-Conquesting Your Competitors

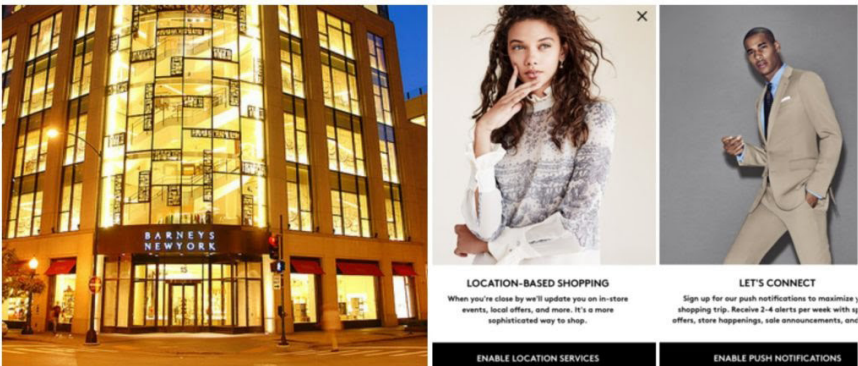
Using geo-conquesting tools, grocery store chain [Whole Foods targeted ads at shoppers near competing grocery stores](#) and incentivized consumers with better deals to shop at Whole Foods instead of the rival grocery store. The [campaign](#) yielded Whole Foods a **4.69% post-click conversion rate**—more than 3x the national average of 1.43%.

Barneys

In-App Communication to Sell Product

[Luxury department store Barneys created a smart location campaign](#) to not only get people to use their app but to buy from the department store.

Once users granted in-app permissions, they received push notifications of in-stock items that were also in their mobile shopping bags or wish lists. Users would also get recommendations based on the content that they had recently viewed on The Window, Barneys' in-house publication.



LOCATION-BASED SHOPPING
When you're close by we'll update you on in-store events, local offers, and more. It's a more sophisticated way to shop.

LET'S CONNECT
Sign up for our push notifications to maximize your shopping trip. Receive 2-4 alerts per week with top offers, store happenings, sale announcements, and

ENABLE LOCATION SERVICES

ENABLE PUSH NOTIFICATIONS

Taking this a step further, [the app also sends recommendations for nearby restaurants and attractions](#), which encourages customers to stay in the area and use the store as an information hub.

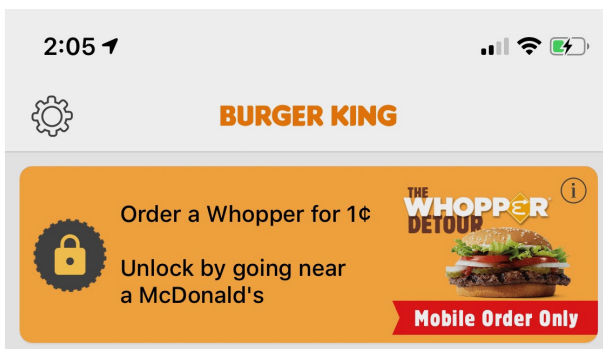
These tactics make the Barneys app valuable to the user. It's not just trying to push the sale but to help users find items they'd like and nearby attractions they'd like to go to, thus creating a more genuine brand experience through their app communications.

Burger King

Using Geofencing to Generate App Downloads

Fast-food chain Burger King [created a geofencing campaign](#) that would win top honors at the 2019 Cannes Lions and drive over 1 million app downloads in 36 hours, propelling the Burger King app to reach #1 in the App Store.

[The Whopper® Detour campaign](#), as it was dubbed, allowed customers to buy a Whopper for a penny through their mobile app... with a catch. To activate the discount, customers would first have to be within 600 feet of a McDonald's location, then pick their order up at a nearby participating Burger King, hence the "Detour."

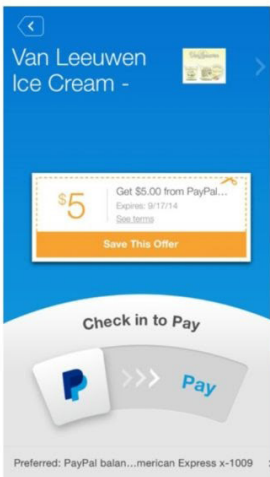


Van Leeuwen & PayPal

Geofencing & Brand Partnerships

New York ice cream store Van Leeuwen partnered with PayPal to [create a campaign to increase foot traffic to their ice cream stores](#).

Once a user had downloaded Van Leeuwen's app, they were encouraged to download the PayPal app and set it up as their payment plan in their Van Leeuwen app. Once completed, [the app used geolocation](#) to detect when a consumer was near a Van Leeuwen store and send them special offers and deals. Users could then place an order and pay for their desserts with PayPal via the Van Leeuwen app.



PARCO

Boosting Engagement & Sales Using Geotargeting

Department store PARCO Co. Ltd., which mainly operates in Japan, [created a successful geotargeted campaign](#) that...

- Increased in-store visits by 35%
- Drove purchases up 25% with an increase in traffic
- Improved repeat store visits by 8%

How'd they'd do it?

[They pulled data](#) from a range of sources, including mobile apps, to create a personalized marketing campaign for shoppers. When customers arrived at PARCO stores, they were enticed with a series of personalized offers—everything from rewards if customers played their “POCKET PARCO” walking game (a sort of retail scavenger hunt) to “just-in-time” special offers and discounts triggered when customers approached a particular store.

Customer feedback, ratings, and interaction with these personalized offers and games became part of each customer's profile for use in later targeting and segmentation.

The takeaway? Geotargeting and gamification work. And when you combine them as PARCO did, you have a powerful combination to not only increase your foot traffic and sales but also create a more personalized customer journey for your customers. Even if you don't go as elaborate as PARCO did, think how you can use location data to create a personalized experience for your target audience.

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About Reveal Mobile

Reveal Mobile is a leader in location-based analytics, audiences, and attribution. Creator of VISIT Local, VISIT Match and VISIT Data, the company's products help marketing agencies, brands and retailers of any size leverage location data to understand and reach the right audiences. Reveal Mobile is CCPA compliant and a member of the Network Advertising Initiative, which conducts an annual privacy certification. The company is based in Raleigh, NC. For more information, visit <https://revealmobile.com> or info@revealmobile.com.



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