



Photo: Gerd Altmann

Recently, a client mentioned she was approached by a company offering geofencing marketing options. Fortunately, she reached out to me before spending any hard-earned money on that effort.

Here's why.

According to Moblyft, "Geo-fencing primarily refers to the predesigned and predetermined distance to attain or retain a customer base. Similarly, your Wi-Fi or Bluetooth is used through a fixed location to send relevant push notifications to the customer."

Think of it as a promotion for a storefront or high-traffic areas, such as a conference vendor floor or event space. An example might be a coffee shop using geo-fencing to draw in customers based on the weather, e.g., "It's raining today, stop in for a hot cup of coffee." Or, "Can you believe how hot it is today? Stop by for an iced coffee and mention promo code HotStuff for 10% off your order."

Geo-targeting, on the other hand, is not aligned with an experience, but is rather part of a [larger marketing strategy and segmentation](#) effort, like advertising, social media, and email marketing. In those campaigns, you define the audience geographically, by city, zip code, region, state, etc.

Another element of geo-targeting, that's free, is a local business listing in Google and/or Bing. You can [set your service area listing](#) to display your business information when someone searches for what you offer on their mobile device, tablet, or computer.

What's your best option?

For B2B companies, geo-fencing is a nice option to use once in a while when you're running an area promotion, highlighting a new service to local customers, or want to reach out to your nearby community. Keep in mind, the effort needs to feel personal to the user.

Geo-targeting should be a consistent part of your overall marketing strategy, such as advertising prior to busy seasons, promoting the content you've created, or highlighting services to industry verticals or communities.

Now that you know the difference between the two, what marketing campaign will you create to draw in new customers or to remind existing customers of services you offer?

Additional Resources

- [5 Mobile Marketing Tips for Beginners in 2020](#)
- [Geofencing Marketing: The New Way to Market Your Business](#)
- [Best Geofencing Software of 2020](#)
- [5 Ways Geotargeting Can Help You Increase Conversions](#) (scroll to see this content)
- [The Power of Geofencing and How to Add It to Your Marketing](#)