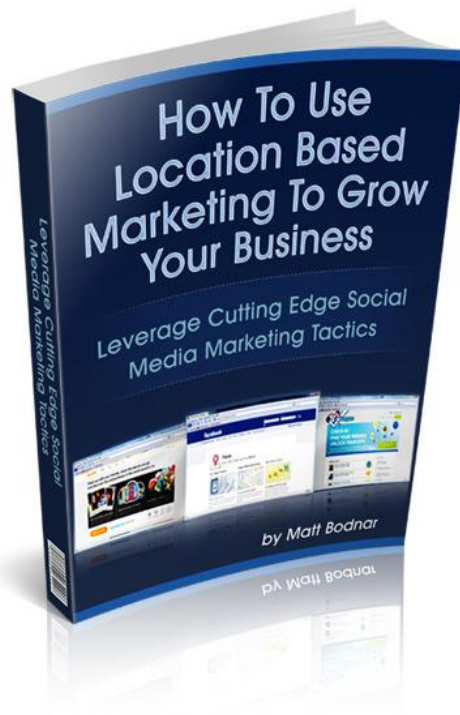


Special Report: How You Can Use Location Based Marketing To Grow Your Business

Leverage Cutting Edge Social Media Marketing To Increase
Measurable Sales, Build Customer Loyalty, And Grow Your
Brand



2011 EDITION

Learn How To Use Cutting Edge Social Media Strategies

This special report will give you a top to bottom rundown of the world of the hottest new mobile and social media marketing strategy "Location Based Marketing" also known as "LBM" and help you understand how you can use this to help your business succeed and why you need to start using location based marketing today.

This special report will feature a breakdown of all the major topics involved in location based marketing today.

The report will definite location based marketing, show you all the benefits it offers for you and your business, and show how you to use it to crush your competition.

This limited edition PDF report also features 2 free chapters from the definitive guide to location based marketing available today.



3

How To Use Location Based Marketing To Grow Your Business

Are you ready to unleash the power of location based marketing, grow your sales, create deep relationships with your customers, and hammer your competition? Everything you need to know about location based marketing is available in this free report.

4

How To Use Location Based Marketing To Grow Your Business

What is Location Based Marketing?

What is location based marketing? Just another social media buzz word or something that has the potential to change the way businesses interact with their consumers?



Here is a working definition of location based marketing that I've created, to help people understand and get more clarity about exactly what location based marketing is.

Location Based Marketing: *A social media marketing strategy focusing on location-based mobile check-in services, like foursquare or Gowalla, to bring deals, promotions, coupons, discounts, or specials to customers in real time on their mobile devices.*

5

How To Use Location Based Marketing To Grow Your Business

At its core location based marketing stands at the intersection of social media marketing and mobile marketing. Also known as “LBM” – location based marketing is creating a way for businesses to literally bring value to the palm of their customers hand.

Customers can “check-in” to at a store on their mobile device to unlock specials and deals. This takes the often mushy concept of “social media” and creates a way for businesses to quantify exactly how their social media presence is generating revenue.

This is exactly why Location Based Marketing has so much potential and has generated so much buzz lately on major social media sites – it is finally a way for brick and mortar businesses to generate concrete revenue with social media.

6

How To Use Location Based Marketing To Grow Your Business

How Location Based Marketing Is Revolutionizing Social Media

Location based marketing is the hottest new trend in online advertising and social media marketing. Location based marketing takes advantage of GPS enabled “location based services” or LBS such as Foursquare, Gowalla, Facebook Deals, and SCVNGR in order to allow customers to access coupons, deals, and specials in real time on their mobile devices.

Location based marketing is changing the way that businesses both big and small are engaging their customer base.

Also known as geomarketing or proximity marketing – location based marketing let's small businesses reach their customers in real time using social media.

Small businesses have often wondered – how does social media really help my business? It is very difficult to quantify exactly what benefit social media marketing has on your bottom line.

It's great to have twitter followers or fans on Facebook, but until you can monetize that revenue stream – there is no tangible impact.

Location based marketing turns these soft social media platforms into concrete social distribution platforms that can be used to directly increase your sales.

8

How To Use Location Based Marketing To Grow Your Business

“Brick & Mortar” Social Media Marketing

Location based marketing takes social media from a mushy internet marketing tool to something I like to call a "brick & mortar" social media tool.

What do I mean by Brick & Mortar social media marketing? I think that the next step for social media marketing and location based marketing specifically is for more mainstream adoption by more traditional brick and mortar or mom and pop type businesses.

Social media is currently the playing field for big national brands and tech startups – but a space largely ignored by smaller businesses. Small businesses in the restaurant and retail industry specifically will be the next people to start really getting involved more actively in social media marketing.

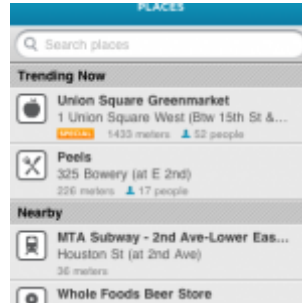


The key to this transition is **location based marketing**. Why? Because location based marketing is a way for those businesses who may have previously had no interest in social media, twitter follows, or facebook (as an aside – I think every small business that faces consumers should have a facebook page) can now use location based services to drive customers physically into their store and to track those visits with check-ins.

This is a very compelling value proposition for small restaurant and retail locations – one that I think smart business owners will be jumping on sooner rather than later

7 Reasons Your Small Business Needs Location Based Marketing

Location based marketing is an immensely powerful tool for small business marketing. Here are 7 reasons why every small business should implement an LBM campaign.



1. **Customer acquisition** - location based marketing helps you reach out to new customers. You can offer deals or rewards for first time check-ins to encourage new visitors to your store. These customers can find your deals either by using location based services like foursquare, or by finding online deal listing like [Gowalla city pages](#).
2. **Reward loyal customers** – location based marketing lets you reward your most loyal customers. You can choose to use mayor specials to reward your top customers with special goodies, or you can use repeat check-ins to reward customers with something similar to the Smoothie King punch card.

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