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Location-based mobile marketing is all the rage - but what is it?

The most basic form of location-based marketing is probably the sidewalk billboard announcing a store's sale or promotion. Today, mobile phones are the channel of choice for marketers and consumers alike and they're taking location-based marketing into the future.

by [Helen Leggatt](#)

It's a marketer's dream - being able to target the right consumers not only with the right message at the right time, but in the right place, too.

Place is the key to location-based mobile marketing. It's about driving consumers who are already in the vicinity of your store to come in and make a purchase. Often location-based marketing strategies are promotion-based and time-limited to appeal to impulse, rewarding the consumer with discounts or offers when the promotional text message is produced at point-of-sale.

An important rule to remember with mobile location-based marketing - only run opt-in campaigns. Mobile phones are part of a consumer's personal space and sending unrequested marketing messages is like shoving your face in theirs on the street.

Location-based mobile messaging is fine-tuned by the use of "geo-fencing" technology. A "geo-fence" is a virtual perimeter around a particular location. When someone steps into the geo-fenced area, a text message is sent, but only if consumers have opted in to receive messages.

"Geo-fence technology represents the next frontier for digital marketing as consumers expect to connect with brands at the right place and time, all via their mobile device," [said](#) Alistair Goodman, CEO for 1020 Placecast.

While still nascent, location-based mobile marketing has huge potential if mobile consumers are handled with respect. So much so that Juniper Research [expects](#) to cease breaking out location-based mobile marketing as a special interest category in the near future.

Tags: [location-based marketing](#), [mobile marketing](#)

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