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# 5 PRIORITIES WHEN BUILDING A LOCATION INTELLIGENT GEOMARKETING STRATEGY

Article from [Revalsys Technologies](#)

This article explains  
about the priorities to be considered  
when building a location intelligent  
geomarketing strategy



To create customized and targeted marketing campaigns, geography plays an important role these days. However, having location component to your marketing strategy doesn't mean that your strategy is location intelligent. With a large volume of raw data available about the customers, organizations can know about things such as where their customers are, how they spend their money, where they go etc. The wealth of information available about the customers makes it easier for the marketers to create customized and competitive location intelligent marketing campaigns.

Here are the top five priorities that you should keep in mind while creating a location intelligent geomarketing strategy:

- **Understand the economic importance**

It's important that you understand the economic importance of the place you are going to target. When you know this, you can plan your marketing strategy better so that it offers good results.

- **Understand neighbourhood dynamics**

No doubt, people find online shopping much convenient, brick and mortar companies in the field such as gym, grocery etc. are still taking a good place among the local economy. So, to make more targeted geomarketing, it's essential to understand neighbourhood dynamics. You should have a visualization that is likely to persuade your prospective clients to take the action you want them to take.

- **Understand the transit patterns of customer segments**

It's not necessary that your potential customers will live in the neighbourhood. A growing percentage of people with larger disposable income move out of their cities if there is any attractions. When you understand the transportation routes of your potential customers, you can not only know the places from where they are coming but also can make localized marketing campaigns that are effective.



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- **Use location data to pursue a broad range of KPIs**

Often marketers have a complex set of key performance indicators (KPIs) that require a huge volume of data. You can use location data to understand the various key performance indicators helpful in making in marketing campaigns better.

- **Launch hyper local campaigns**

Your new marketing campaign could be great but your campaign is not the only one in the town. There are various other companies that have hot new marketing campaigns. You need to visualize your catchment areas so that you can develop a comprehensive expansion strategy letting you understand the competition you may face.



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