

# Everything Mobile: Geofencing & Small Business

Geofencing has recently caught the attention of major retailers and as the technology improves, it's becoming more feasible for small businesses to implement affordably. Consider these three takeaways to get started with geofencing for your small business:

## See geofencing in action



Apps like Shopkick bring the geofencing experience to your phone at dozens of major retailers including Target, Macy's, and Best Buy. [Download the app](#) and see what a geofencing experience is like when you enter these retailers. Does it feel like a natural extension of the brand experience? Does it seem like something that would resonate well with your customer base?

## Set up geofencing for your business

There are several options to get your small business set up with a geofencing solution. Shopkick offers a technology called "Signal" that allows smaller retailers to set up rewards programs. If your business has a mobile app, you can include geofencing with push notifications in the app as a way to reach your consumers. You don't have to limit it to your store, either. For example, if you own a bar, you could let people know about your nightly specials as they walk up to a competitor!



## Gather data and improve your strategy



Geofencing can yield insight into the way people shop, and that information can be valuable for your business. Collect detailed information about the days/times you have the most business, the duration for which people shop, the promotions that bring in the most business or biggest purchases, and more. You can use all of this information to improve the way you do business and attract and retain customers.

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