

# Everything Mobile: Beacon Tech & Small Business

There is a lot of hype surrounding beacon technology, but is it really the future of retail? There are many barriers surrounding beacons, and the technology is rather new, but that isn't stopping small businesses from getting on board. Consider the following ways you can get started:

## Specialized Coupons



You can use beacons to make sure your customers get offers that are tailored specifically to them, based on data about their preferences. Platforms like Estimote, Swirl, and GPShopper allow you to set up this type of promotional activity without coding knowledge or development work on your end. However, using one of these third party platforms can come with a hefty price tag.

## Intelligent Promotions

Imagine knowing detailed information about the customers in your store: What have they previously purchased? Where should they be looking based on past shopping trips? What should we be promoting to them today? Using beacons, you can track this kind of information and more. Services like BeaconStream boast targeted offerings for customers based on location in-store and information about the individual consumer.



## Navigation



Beacons act as in-store, turn-by-turn navigation to guide customers to where they need to be. Duane Reade, a drugstore owned by Walgreens, has rolled out iBeacon in 10 Manhattan stores. Its app includes a map of each store with a product locator to help customers find what they need without roaming the aisles. LabWerk offers a pre-built solution for retailers looking to enhance the in-store experience through hyperlocal navigation.

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