



# Expanding Your Marketing Reach with Geofencing

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# WHO IS WAYPOINT?



**Digital Marketing**

**Content Development**

**HR Marketing**

**Branded Collateral and  
Sales Marketing**

**Optimize Awareness.**

**Increase Visibility.**

**Generate Quality Leads.**

# HOW GEOFENCING WORKS

## Location-based Advertising:

Serving display ads to people in a very precise area



**User with a  
Mobile Device**



**Geofenced  
Location**



**Ads Displayed  
on Device**



**Links to  
Landing Page**

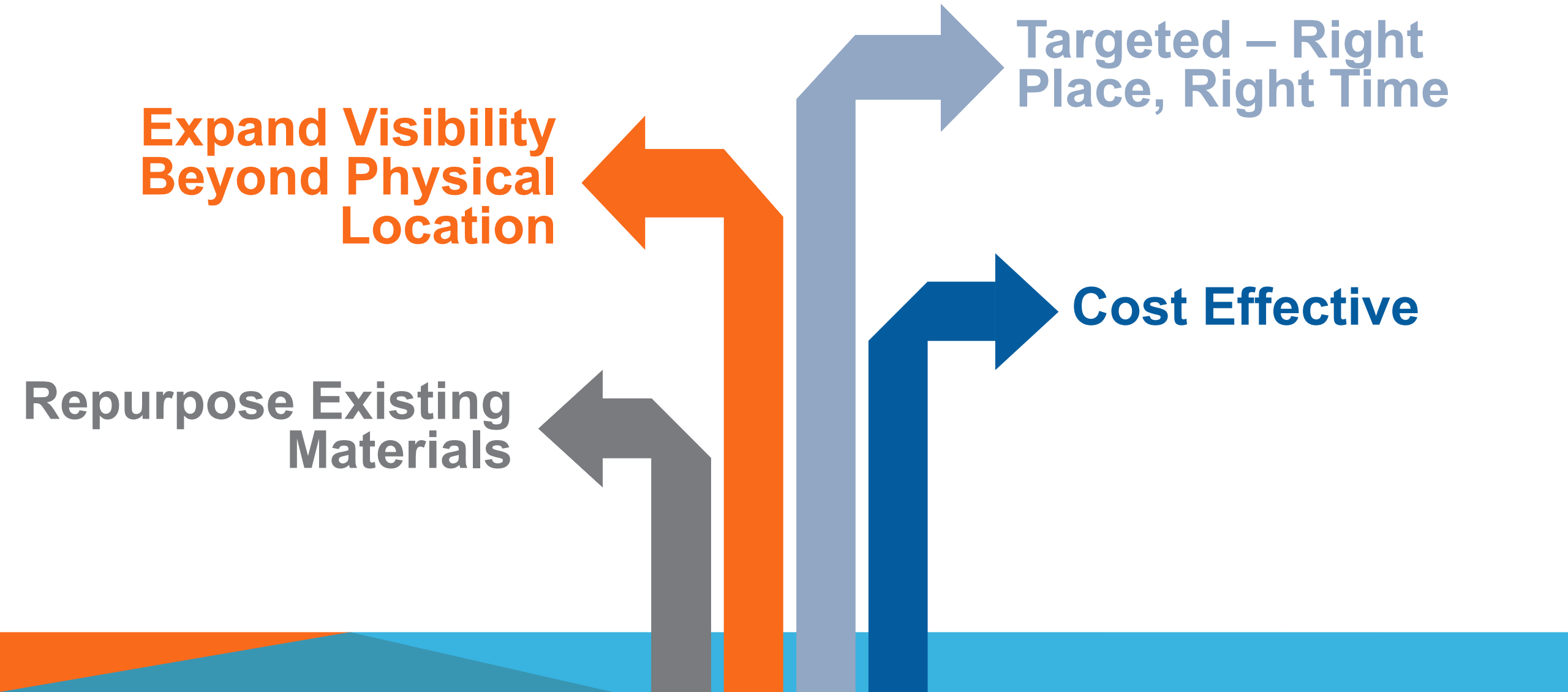
# KEY BENEFITS

**Expand Visibility  
Beyond Physical  
Location**

**Targeted – Right  
Place, Right Time**

**Cost Effective**

**Repurpose Existing  
Materials**



# GEOFENCING OPPORTUNITIES

## BRAND RECOGNITION AND LEAD GENERATION

01

### Tradeshow

Exhibit Hall  
Hotels  
Event Activities  
Potential Customers

02

### Customer Visibility

Manufacturing Campus  
Regional Focus  
Multiple Facilities

03

### Recruiting

Schools/Colleges  
Technical Programs  
Local Manufacturers  
Competitors  
Events/Fairs

# HOW TO GET STARTED

Identify a Need/Strategy

Develop a Landing Page

Develop Advertising

Establish a Budget

Define Your Location



UNCOVER CUTTING-EDGE  
PACKAGING SOLUTIONS AT  
PACK EXPO BOOTH C-5528

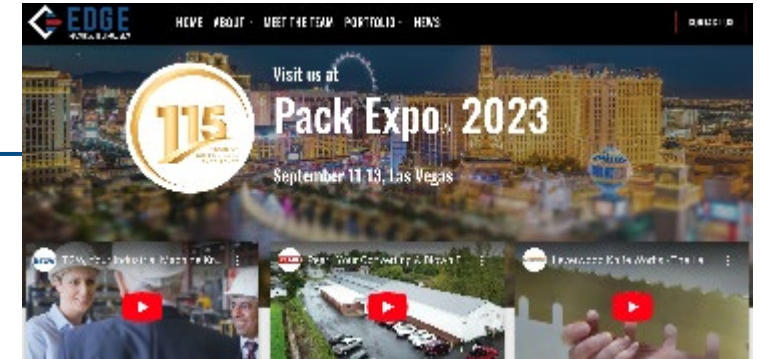


UNCOVER CUTTING-EDGE PACKAGING  
SOLUTIONS AT PACK EXPO BOOTH C-5528

# LANDING PAGE MUST HAVES

## Campaign Key Message

Booth Info | Hiring Info | Why Us



## Call to Action

Contact Us | Lead Capture | Learn More

### Discover the Industry Leaders in Packaging Blades and Knives at Booth C-5528

Setting the standard for quality products that deliver excellence time after time.

EDGE Packaging is a leading manufacturer of high-quality packaging blades and knives. With over 100 years of experience, we have established a reputation for excellence in the industry. Our products are used by a wide range of industries, from food and beverage to pharmaceuticals. We are proud to be a part of the EDGE Packaging family and to provide our customers with the highest quality products.

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Thank you for contacting us.

Name

First  Last

Company Name

Email  Phone

Tell us how we can help you:

## Valuable Content

Video | Blog | Thought Leadership



# MAXIMIZE WITH RETARGETING





# BENEFITS OF DIGITAL MARKETING?

Using online channels – search engines, social media, email, digital publications and websites – to promote your business.

**Most B2B businesses  
are using digital  
marketing to achieve  
growth objectives**

**92%**

**37%**

**B2B companies see  
improved CTRs on  
targeted, paid digital  
ads compared to  
organic activities**

**B2B buyers gather  
information about  
potential purchases  
through the internet**

**89%**

**92%**

**Buyers say they're  
“definitely” more likely  
to buy from a brand after  
reading their content**

# GEOFENCING CASE STUDY



**Jarred Brejcha**  
VP Sales and Marketing



**Trade Show**  
**Geofence Advertising**

# GEOFENCING CASE STUDY



Advertising



Landing Page

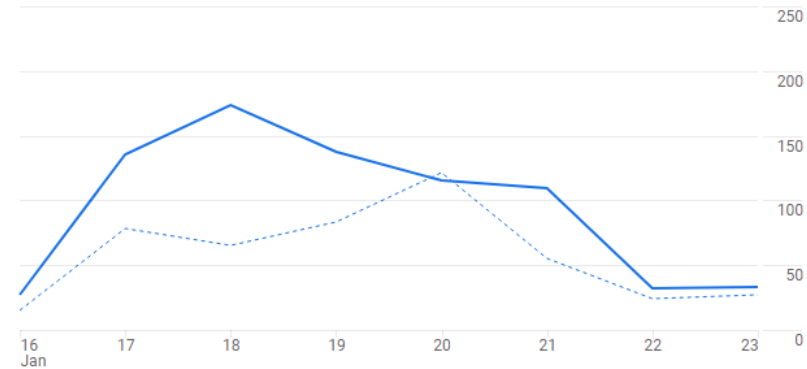
# GEOFENCING CASE STUDY

**Users**  
719  
↑65.3%

**Sessions**  
820  
↑58.0%

**Bounce Rate**  
78.05%  
↑12.5%

**Session Duration**  
1m 06s  
↓39.1%



Jan 16 - Jan 23, 2022 ▼

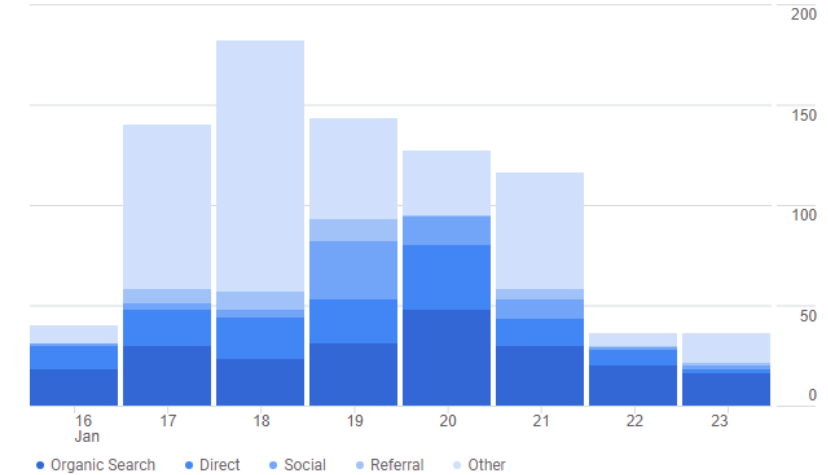
[AUDIENCE OVERVIEW >](#)

Page	Pageviews	Page Value
/firearm-accessories/	406	\$0.00
/	275	\$0.00
/about/	79	\$0.00
/jobs/project-manage...for=Project Manager	76	\$0.00
/uncategorized/rubbe...ications-and-beyond/	74	\$0.00
/jobs/	63	\$0.00
/rl-hudson-job-application-resume-upload/	57	\$0.00
/industry/	52	\$0.00
/capabilities/	44	\$0.00
/jobs/account-manag...for=Account Manager	26	\$0.00

Jan 16 - Jan 23, 2022 ▼

[PAGES REPORT >](#)

**Traffic Channel**      **Source / Medium**      **Referrals**



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[ACQUISITION REPORT >](#)

## Metrics

## Shelly Otenbaker

President, WayPoint Marketing Communications  
shelly@waypointmc.com

Sign Up for our newsletter: Porthole



# GEOFENCING Tips

## IMAGE IS EVERYTHING

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- Be consistent
- Compelling graphics
- Limited words
- Include your logo

## BE SPECIFIC

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- Have a goal
- Define your audience
- Consistency
- Measure results
- Find the right location data partner

## LINK LOCATION

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- Landing page
- Specific web page
- Targeted content
- Video

## CALL TO ACTION

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- Take a tour
- Learn more
- Join our team
- Watch now





## **SHELLY OTENBAKER**

### **PRESIDENT**

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With 20+ years of experience under her belt, Shelly has the experience, knowledge and determination to help companies develop and implement communications strategies focused on improving their businesses' bottom line.

