Leveraging the Characteristics of Location-Based Communication in Online Marketing

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ABSTRACT

Contemporary online marketing communications are increasingly integrated with modern technologies and innovative solutions. Location-based technologies are one of the approaches that help a business target customers precisely based on their geographic location. Eventually, a number of benefits can be obtained by integrating location-based technologies into marketing strategies. However, it requires a high level of professionalism and may be followed by various complications and risks. Nevertheless, location-oriented marketing can be regarded as one of the most efficient approaches in today's marketing communications. Therefore, it is necessary to research it theoretically, study practical cases and make relevant conclusions. It will allow businesses to improve their decisions concerning various marketing activities: audience segmentation, precise targeting, collecting and processing analytical data, and planning large-scale marketing campaigns. In this process, customer data privacy is one of the most important issues, which is a separate, complex object of research. Therefore, this paper focuses on reviewing characteristics, opportunities, consumer behavior traits, and benefits of location-based communication in the marketing context. The final parts of the paper provide an overall analysis of the issue and a list of recommendations as a conclusion.

Keywords: Location-Based Communication, Online Marketing, Mobile Marketing.

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I. INTRODUCTION

Marketing communications experience constant developments. Therefore, companies face the necessity to adapt to ever-changing environments in order to maintain competitiveness. Location-based communication is one of the most important aspects in this process. It is the strategy that matches opted-in, privacy-compliance location data received from smartphones (Handly, 2019). Although, besides smartphones, other devices also can be used in this context. It allows businesses to target consumers with high precision, based on their physical location, thereby increasing the efficiency of marketing decisions and ROI. As "Place" is one of the components of the marketing mix (4P), technological and methodologic enhancements in marketing form a modern understanding of it in the context of 4P. Instead of a static geographic location, it became a dimension where both businesses and consumers have more mobility: on one hand, consumers expect from companies to be served in accordance with their geographic location, and on the other hand, companies have an opportunity to segment and target audiences based on location data. Therefore, 95% of global companies are already using location-based services (Global, 2020). Taking into consideration these factors, location-based communication is one of the most important issues to discuss in modern marketing theory and practice.

There is an array of reasons why location-based communication can bring benefits to businesses. It is a terrific way to draw in a variety of potential customers, whether they're local or happen to be visiting from out of town (Hopkins, 2012). Besides, it is an opportunity for companies to position themselves as a business that understands consumers' needs and wants. As a result, it facilitates improving overall business performance and gaining more tangible assets. Although, it needs relevant investments and entails operational and reputational risks. Neglecting location-based communication may negatively impact a company's marketing policy by a lack of geographic segmentation opportunities.

Data analytics strategies in modern marketing policies increasingly require using location data of consumers. This is extremely necessary for making efficient marketing decisions. For example, advertisers should use geomarketing tools as part of their business strategy if they want to regularly and automatically analyze the data of the target customer group (Madleňák, 2021). Moreover, location-based communication can be regarded as one of the most important trends in contemporary marketing. Its capabilities enable companies to gain numerous benefits that include timely and precise targeting, a high level of personalization, increased return on investment, and detailed data analytics. We should emphasize the opportunity for personalization as it allows businesses to attract and retain loyal consumers. Maintaining

a high level of competitiveness and conducting successful campaigns is impossible without personalized communication. Personalized promotional campaigns, due to their benevolence-creating effects, cultivate feelings of gratitude with consumers, leading to a higher likelihood of them complying with requests to refer a promotional campaign to their peers (Koch, 2015). Hence, including location-based data in targeting strategy greatly boosts the efficiency of business decisions.

When it comes to location-based communication, mobile devices can be regarded as one of the central issues to discuss. Needs, wants, and demands may differ according to various locations. Therefore, mobile users have different preferences in different geographical locations (Yin *et al.,* 2019). Marketers are able to maintain communication with consumers without the time and geographic limitations. The principle of "everywhere and every time" can be applied to the characteristics of mobile marketing. It provides a number of opportunities for various marketing objectives: raising brand awareness, efficient advertising, sales promotion, observing consumer behavior and collecting analytical data.

Due to mobile device technology, consumers are now freed from their homes, desktops, and offices, with the ability to communicate, access, and share information within their social networks, play games and buy products via location-based applications (Rohm *et al.,* 2012). However, even static devices like desktop computers, gaming consoles, and television sets are capable of providing marketers with location data if connected to the internet. Moreover, IoT (internet of things) devices also enable the generation of location data and targeting opportunities. Consequently, marketers are able to consider these devices as potential channels of location-based marketing communications.

Taking into consideration the above-mentioned factors, we can view location-based communication as one of the most important current trends in online marketing. It requires in-depth theoretical study and practical examination.

II. Objectives of the Research

The aim of the research is to review the issue of location-based communication in online marketing, thereby identifying some of the ways of its efficient utilization. In order to achieve this goal, several aspects are discussed: targeting capabilities of location-based marketing, behavioral traits of consumers, strategies of creating policies in location context, case studies, and overall analysis of the issue.

III. Research Methodology

Observation is used as the primary method of the research. In addition, case studies are used to research the characteristics of location-based communication in online marketing.

IV. Discussion

A. Location-Based Targeting Opportunities

Various devices provide marketers with location data which gives a wide spectrum of opportunities for precise targeting. Moreover, when choosing a specific category of the segment, location is not the only aspect for targeting. Marketers can target consumers inside or outside a store, on the basis of their previous consumption behavior, or deliver specific promotions to specific consumer segments (Bernritter *et al.,* 2021). This feature allows marketers to differentiate consumers despite their similarity in location context. As a result, businesses are able to get rid of unnecessary communication with individuals who are not potential consumers of a particular product or service. Thus, location-based communication allows companies to conduct microtargeting which can be defined as advanced psycho-geographic segmenting which is based on an algorithm determining a series of demographic and attitudinal traits to distinguish individuals for each targeted segment (Barbu, 2014).

When deciding to use location-based technologies for marketing purposes, businesses have several options: **Geotargeting** is based on IP addresses. Every connected device has a unique IP address making them identifiable. From there, device IP addresses can be matched to country, zip code, etc. to determine where users are located; **Geofencing** utilizes GPS technology to create a border. When target audiences enter that boundary, they will become an active target of the marketing strategy; **Beacons** are connected devices that use Bluetooth or WIFI to connect with predetermined applications that are operating within range of the beacon; **Geo-conquesting** uses location data to divert prospects away from competitor locations. It uses GPS technology to target users. **Mobile targeting** occurs when marketers target consumers with ads on their mobile devices. Because consumers typically want to avoid advertising, marketers aim to make their ads context-specific, which can be based on time, device, or location (Marketing evolution, 2022).

Microtargeting in a geographic context is one of the opportunities of mobile devices. Marketers can design and deliver highly relevant and personalized mobile targeting content through mobile channels based on location, time, environment, companion, and dynamic competition (Tong *et al.,* 2019). The availability of these dimensions makes targeting much more efficient than choosing an audience based just on geographic location. Neglecting other factors can damage the efficiency of targeting during a particular campaign and the reputation of a company in general. Unsolicited communication is often perceived by consumers negatively. Hence, choosing a target audience based on location must be reinforced by additional criteria. This allows companies to avoid negative feedback and futile expenses. The latter is extremely important as current challenges in marketing require adopting approaches of efficient budgeting. According to the Location Based Marketing Association's (LBMA) fifth annual Global Location Trends report, 52 percent of marketers globally say their budget went toward location-based marketing, with mobile and static

billboards (Aghadjanian, 2021). This can be regarded as an indication of growing ROI in location-based marketing.

Along with other technologies and platforms, search engines represent one of the most widespread channels for marketing communications based on location data. They determine the location of users at city-level granularity by consulting IP geolocation databases, which map IP ranges to physical locations (Dan *et al.,* 2021). More personalized search results mean higher efficiency of optimization in search engines. In line with other factors, location is an important driver of personalization in search results (Vincent *et al.,* 2019). Advanced algorithms of search engines provide users with relevant results. This feature can be considered by businesses both as an opportunity and a challenge. On one hand, the higher the competition, the more difficult it is to gain a higher position in search results, and on the other hand, it is an opportunity to attract consumers based on their location. Of course, optimization for location is not the only factor in determining the position of a business in search results.

Social media is another powerful tool for managing location-based marketing communications. It enables companies to connect with their customers, improve awareness of their brands, influence consumer's attitudes, receive feedback, help to improve current products and services and increase sales (Dwivedi *et al.,* 2021). These tasks often require obtaining, processing, and using location data. Platforms like Facebook, Instagram, and Twitter are equipped with these opportunities. Moreover, types of targeting consumers based on location data can be diverse. For example, Facebook provides marketers with an opportunity to set targeting options for their advertisements based on a permanent living area of a target audience, recent location, or traveling destination. Besides, it is also possible to promote an event taking place in the physical world. These options allow businesses to set and achieve diverse marketing goals. The ability to target an audience based on traveling behavior should be emphasized as a favorable opportunity for the tourism industry. Thus, social media is one of the primary channels for managing location-based marketing communications.

Similar opportunities can be provided not only by social networks but also by business-owned mobile applications and websites. These channels can be used for a number of marketing purposes and with precise targeting. Combining geographical and temporal targeting is a potent strategy for companies to engage customers at the right moment and in the right location, which can stimulate consumer responses (Xia *et al.,* 2021). In addition to highly efficient targeting, these technologies can be used for increasing the quality of personalization. For example, by using geolocation by IP address, the customization of the site could be created according to user location (Radu, 2010). Hence, businesses are able to manage location-based marketing not only by using social media platforms but also channels owned by them, like mobile apps and websites. It can provide a higher level of control during the communication process.

An increasing number of internet-connected devices makes it possible to consider IoT (internet of things) as one of the most innovative and advanced channels for location-based marketing. One of the most valuable benefits of IoT is rich data on consumer behavior. Marketers are able to obtain a set of information related to IOT devices like type, ports, operating system, and location (Fagroud *et al.,* 2020). As a result, IoT can turn into one of the most powerful platforms due to its broad opportunities to track consumer location and behavior precisely.

Choosing a platform properly or a technology for location-based marketing communication is of great importance. Before making a decision, a business must take into account the following factors: business industry, communication peculiarities, branding strategy, type and size of target audience, particular marketing objectives on a campaign level, positioning, and risk management policy. For example, tourism is an industry where location-based communication is not just an option but a necessity due to its nature and the high mobility of its target audience. Moreover, the growth of tourism's importance as an industry as well as changing trends in traveling has led to a natural development of mobile applications in tourism and traveling (thus the popularity of maps, locations services, and mobile guides enabling visiting particular places or museums) (Nogieć, 2015). Location-based marketing technologies and consumer behavior are tightly correlated. Hence, observing consumer behavior in a location context is necessary for making efficient marketing decisions.

B. Behavioral Traits of Consumers

Consumer behavior in a location context is a complex issue. Advanced digital technologies make it possible to track and influence behavior more efficiently based on location. However, at the same time, this process is challenging and requires the constant collection of voluminous consumer data and thorough analysis on a regular basis. An increasing number of consumers exhibit habits of behavior that are focused on both their and their businesses' location. They deliberately try to include the location aspect in their decision-making process and purchase journey. Therefore, consumers expect businesses to maintain communication with them based on location. This is clearly demonstrated by some statistical data and trends: 46% of all Google searches are looking for local information, 72% of consumers that did a local search visited a store within five miles, 88% of searches for local businesses on a mobile device either call or visit the business within 24 hours, 78% of location-based mobile searches result in an offline purchase, "near me" or "close by" type searches grew by more than 900% over two years, (Kolowich, 2019). These numbers may differ according to various markets and factors but we can conclude from these statistical data that search engines are an important channel between consumers and businesses in location-based communication. Though, search engines are only one of many online platforms where consumers conduct product searches (Baye *et al.,* 2016). Besides, consumer behavior in a location context is characterized by constantly evolving trends. Thus, it must be taken into account by businesses in order to gain leverage to influence consumer behavior.

It is necessary to emphasize that consumer behavior online may differ according to various segments and target audience categories. Especially when it comes to the behavior demonstrated by different age groups and generations. For example, millennials have, over time, stood out as the "high-

tech" generation, with their penchant for technology and acquaintance with various devices and gadgets (Dabija *et al.,* 2018). Consequently, they can be regarded as a better option when choosing them as a target audience, rather than baby boomers and even generation X. Nonetheless, not only the number of consumers in a target audience matters. Some representatives of older generations may demonstrate active online behavior, thereby being a valuable customer base for a business. At the same time, marketers should take into consideration that different generations have different expectations towards companies, communication habits, and behavior in general.

The behavior demonstrated by consumers may greatly be influenced by advertising. A number of elements of an advertisement may impact on perception, formation of attitudes, and actions of a consumer. Location can be considered to be one of the most obvious triggers for actions. For example, consumers are more likely to click on links to stores close to them and on higher-ranked links on their mobile screens (Andrews *et al.,* 2016). At the same time, advertising campaigns should encompass a number of online touchpoints and maintain a certain level of intensiveness.

With the increased and remarkable usage of mobile devices during consumers' purchase journeys, consumption in mobile channels is constantly growing (Liu *et al.,* 2019). Thus, in order to maintain the proper level of influence on consumer behavior in a location context, campaigns should be supported at every stage of the purchase journey. In this context, social media is one of the most active channels where both consumers and companies are present. In its turn, interactions within social media greatly affect behavior in the physical world. Considering the trends in social media, online decision aids and recommender systems have extended the internet's influencing role to all the decision stages (Voramontri, 2019). People are exposing themselves to more and more digital and social media (Stephen, 2016). As a result, consumers start engaging actively with businesses online which also may result in increased foot traffic for businesses.

Companies that are geo-located get, on the one hand, new customers who, due to their closeness, are encouraged to know it and, on the other hand, to increase the loyalty of current customers (Palos-Sanchez *et al.,* 2018) Therefore, location personalization is another aspect that significantly affects consumer behavior. Personalization for location-based messages will be taken to the next level in the future, and retailers and brands are beginning to understand this (Jaradat *et al.,* 2015). Simultaneously, marketers need to note that consumers tend to behave heterogeneously in an online buying environment (Nguyen *et al.,* 2018). In order to achieve high level of personalization in the location-based communication process, companies need to obtain and process big amounts of consumer data. However, since some categories of consumers have concerns about the privacy of their personal data, the degree of personalization must be increased gradually, especially in terms of location. This approach in personalizing location-based communication can prevent some complications and even large-scale PR crises. Providing consumers with some benefit in this process is one of the ways to positively influence their behavior. For example, discounts or other types of sales promotion strategies. Considering the power of personalization in a location context, sales promotion strategies can become one of the most efficient ways to influence consumer behavior in favor of a business. Nevertheless, sales promotion is just one of many aspects of a holistic strategy in location-based marketing communication policy.

C. Strategies for Creating Location-Based Communication Policy

In order to be competitive in modern markets, companies need to implement various technological and methodological innovations. In this way, they will be able to obtain a competitive advantage and maintain favorable positions in markets. The most common sources of competitive advantage are specific advantages related to elements of the marketing mix (Cvitanović, 2017). In this context, location-oriented communication plays of a vital role in general marketing policy. For example, marketers can use geo-conquesting to hyper-target consumers proactively (Chen *et al.,* 2017). It can be used in the rivalry between companies when a consumer is detected near a competitor's territory. Considering the scale of mobile usage among consumers, it can be an efficient strategy for attracting new customers. However, this type of communication should contain some sort of value for a consumer that will convince them to make a respective choice.

As the purchase journey consists of several stages, location-based communication may have its own peculiarities for each of these stages. Shoppers use mobile for one or more of the following activities: find store location/directions, find store hours, find where specific products are sold, find product availability in-store, find product reviews, and make a purchase. In this process, mobile helps leverage shopper location information and predict shopper behavior (Shankar *et al.,* 2016). As we can see, the need for location-oriented communication may occur on every stage of the purchase journey: need recognition where the primary message is received by a consumer, information search when a consumer tries to become more informed about a product, evaluation of alternatives by comparing various offers from different companies, purchase decision and post-purchase behavior when a consumer may share their impressions by writing product reviews online. Therefore, including location-based communication technologies in marketing policy should involve all the stages of the purchase journey.

Devices and technologies equipped with location tracking capabilities can store location histories of consumers. This is an opportunity for setting retargeting and remarketing goals in marketing strategies. Each consumer, often unintentionally, leaves some kind of "footprints" containing various information about themselves, including location. Digital footprint generation has risen extraordinarily with the emergence of Web 2.0. Additionally, the gigantic growth of the mobile industry has enhanced social media's point of reference. This has resulted in consumer addiction to smart devices, which further leads to a large amount of digital footprint (Arya *et al.,* 2019). As a result, marketers have opportunities to maintain constant communication with consumers, thereby creating a ground for loyal customer bases. In order to achieve this result, companies need to

choose the right level of intensity of communication-based on location history.

Another important issue in a location-based marketing communication strategy is how to use it in achieving various marketing objectives. Precise targeting and personalization in advertising is extremely important. Simultaneously, marketers must take into account how their mobile strategies interact with or complement their overall advertising and marketing strategies (Grewal *et al.,* 2016). The level of compliance is also extremely important in branding, content marketing activities, social media marketing, public relations and sales promotion. In this context, two aspects must be emphasized: First and foremost, business industry and communication style should envisage location-based marketing and also consumers themselves should have expectations towards location-oriented communication from companies. However, even in this case, differentiation and segmentation of target audiences is still necessary. Relevant insights can be gained by applying segmentation analysis on smartphone measurement data (Hamka *et al.,* 2014). Additionally, data obtained from these insights can be used in making various marketing decisions. Target audiences can be classified as so-called "cold", "warm" and "hot" audiences. One of the main premises of success for a company is to have an as large "hot" audience as possible since it consists of active and loyal consumers. In its turn, one of the main conditions for attracting "hot" audiences is targeting them based on location data. Location-based services support this form of targeting and thus serve to focus the campaign on geographical areas through the awareness of locality (Leisenberg, 2016). Besides, implementing location-based communication in marketing strategy is able to increase the potential of turning "cold" and "warm" audiences into "hot" audiences. Geographical proximity may serve as a decisive factor in making consumer decisions on purchases. However, counting only on this advantage does not have a long-lasting effect. Other factors like product quality, brand awareness, and prices must be taken into consideration. Therefore, we can once again state that location-based communication must be organically integrated into a general marketing strategy.

It is necessary to consider possible disadvantages before implementing location-based communication in marketing plans. In this regard, the main disadvantage is that communication-based on location may be perceived by a consumer as unsolicited and irritating. Hence, a question occurs: is location-based communication in online marketing interruption, or is it permission-based? The answer to this question depends on a variety of factors. Seth Godin remarks: as the marketplace for advertising gets more and more cluttered, it becomes increasingly difficult to interrupt the consumer (Godin, 1999). Some other disadvantages can be singled out, such as opt-in requirements as it only works when users actually use the location technology that's on their phones and give verified apps access to that data, Inappropriate targeting - it's essential to segment an audience properly to get conversions and ineffective location data when the level of accuracy is decreased (Genchur, 2019). Therefore, the level of efficiency and customer satisfaction depends on proper approaches, abiding by the principles of permission marketing, and elimination of disadvantageous factors.

V. CASE STUDIES

In order to analyze characteristics and opportunities of location-based marketing communication techniques deeper, we need to review some successful examples. They demonstrate how this marketing approach works in reality and what marketing benefits it can bring to a business. Each of these cases are unique and cannot be generalized for other types of markets, target audiences or business industries. Nevertheless, they provide valuable insights and show how successful location-oriented marketing can be which allows us to make some conclusions.

Whole Foods partnered with the location-based marketing firm Thinknear to improve post-click conversion rates for its mobile ads while wooing potential customers away from its competitors. The supermarket chain tapped into Thinknear to place geofences around a number of Whole Foods store locations and targeted ads and special offers to mobile users who passed by. Whole Foods also employed geo-conquesting tools (by placing geofences near competitors' stores) to target ads at shoppers near competing for grocery stores, thus incentivizing them to travel a bit further in exchange for better deals at Whole Foods. The campaign yielded Whole Foods a 4.69% post-click conversion rate – more than three times the national average of 1.43% (Girish, 2021). Whole Foods used two technologies for achieving the goal. As we can see, it influenced consumers significantly which resulted in an improved conversion rate.

GasBuddy is a popular mobile app designed to help users find the best gas prices in their local areas using crowdsourced data. The app allows users to share their location and report how much they're paying for fuel. In exchange, the app allows them to see gas stations where their fellow users have found better deals. As a result, the GasBuddy app has been downloaded more than 52 million times (Girish, 2021). This example shows that consumers are ready to share their location in exchange to some benefit. In this case, the benefit is useful information. This approach can be used to solve one of the problems in location-based marketing communications: if consumers are offered a reasonable reward, they may share their location and other types of data.

Google Maps has sent the customer a proactive prompt to rate their visit to a local establishment once they've detected the user has completed their interaction there, based on device location. Rather than include a form to fill out, or boxes to fill in, the star option is quick and effective. This is the time to engage with a captive audience (Bonnie, 2021). Businesses, especially from the tourism industry, can leverage this feature of Google by increasing their awareness and online visibility, as search algorithms prioritize highly ranked businesses and place them on top of search result pages (SERPs).

Sephora uses a mobile application to send push notifications about a free product offer within a certain radius of a nearby store. The hope is that this incentive will not only drive in-store traffic but also increase the likelihood of a full shopping cart (Bonnie, 2021). In this way, the company manages to maintain customer loyalty and increase sales. The approach is aimed to increase unplanned and impulsive purchases which generate a considerable part of revenue for retail stores.

Event apps are a prime example of brands looking to bridge offline and online moments. If a user enjoyed their time at a concert, festival, or event, it's likely that they'll be interested in new music from the bands involved. Ticketmaster reminds a user about the great experience they had at the festival (offline) while also connecting them with valuable information in the present, like a Spotify playlist (online) (Bonnie, 2021). Since retargeting in online marketing is a powerful strategy, the likelihood of consequent interactions between a consumer and a company will increase.

VI. ANALYSIS

Marketing practice and methodology have been evolving for decades and the pace of this process was accelerated by technological developments. Location-based communication can be regarded as one of the main technological advancements that drastically improved the precision and efficiency of targeting. As discussed above, location-oriented marketing can bring a number of benefits which is a strong motivation for companies to implement it in their marketing policies. At the same time, it requires a high level of competence and may contain some risks and complications. Nevertheless, companies actively operating in consumer markets in B2C have to respond to these challenges. They need to maintain communication with their audiences considering various aspects and location is one of the main dimensions. Otherwise, their level of competitiveness may be significantly reduced.

One of the main prerequisites of the necessity of location-based communication is consumer behavior. It is also evolving in parallel to technological innovations and new marketing concepts. Consumers increasingly reveal a willingness to share their location data in exchange for various benefits. Accordingly, they expect companies to include location data in communication. This is a favorable trend that will gain more intensity and can be used by businesses to establish long-lasting and loyal communication with target audiences. Although, in-depth analysis and respective allocation of resources are necessary for maintaining location-based communication in a marketing policy. In this process, companies that will manage to get agile decisions, will gain and maintain competitiveness.

Location-based technologies in marketing also facilitate to the evolved understanding of segmentation, targeting and positioning. The gist of location-oriented communication is not just the opportunity to segment and target an audience based on geographical location. It also may include much more purposes like the formation of a favorable reputation, positioning, and contributing to brand awareness. These tasks are fulfilled during interactions in online touchpoints with consumers. As a result, consumers are exposed to impressions that form their attitudes, decisions, and behavior toward a company. Most of them are extremely informed and selective. Therefore, marketing strategies that include communication-based on location can serve not only its primary purpose but also strengthens a brand's recognition and competitiveness.

Considering the level of competition in consumer markets, businesses face the necessity to adapt to a new reality where location is one of the main focuses. In such conditions, mobile marketing is the main tool for managing location-based marketing communications. In general, mobile marketing is one of the main trends in modern marketing which should be taken into consideration by marketers. Besides location-oriented communication, it also consists of other aspects like content compatibility to mobile devices screens which determine mobile user experience. Thus, mobile marketing policy should be considered as a holistic strategy where location targeting and mobile-friendly content create, on one hand, favorable conditions for companies and, on the other hand, desired user experience.

It is no wonder that mobile devices are the main channel for location-based marketing. Nevertheless, not only mobile devices provide marketers with location targeting opportunities. Modern digital gadgets and devices are equipped with technical capabilities that enable detecting location. Therefore, we should not associate location-based targeting solely with mobile devices. This approach will gain more importance in line with the development of IoT technologies. Besides location-based targeting, IoT devices will provide marketers with diverse marketing benefits like detailed analytical data and the opportunity to observe consumer behavior, including their mobility traits. Information retrieved from various types of devices may become one of the most valuable marketing assets. However, it requires thorough analysis and a high level of competence for using it in marketing decisions.

Technological developments give companies opportunities to improve their marketing strategies, including location-oriented communication. Over time, this trend will gain even more importance. Therefore, companies will have to be prepared for current challenges and opportunities.

VII. CONCLUSION

It is apparent that location-based communication is a powerful marketing strategy that allows business to reach wide-scale marketing objectives. The necessity to utilize location-targeting technologies increases and it will become even more demanded. Therefore, it is expedient to elaborate recommendations that will increase the efficiency of location-oriented marketing. The following aspects should be taken into consideration:

Brands need to practice location-based communication not as a separate activity but as an integral part of general marketing philosophy. Such an approach will ensure more efficient communication, and positive brand perception, thereby increasing competitiveness.

It is important to consider the type of target audience, whether it is "cold", "warm" or "hot". The level of personalization and localization must be increased gradually, according to the level of engagement and interaction history of a consumer with a brand.

Location data should be used for making comprehensive conclusions that will improve the efficiency of marketing decisions.

It is extremely important to follow technological developments and innovations in order to retain a high level of competence and competitiveness.

It is necessary to observe competitors on a regular basis. Possessing data about competitors' decisions and actions concerning location-based communication will assist in making decisions directed to increase competitiveness.

Location-based communication should be differentiated depending on the type of target audience, and geographical and cultural environment.

Similar to other global-scale marketing decisions, a location-based marketing strategy must be implemented after thorough testing on small target groups. It allows a business to reveal possible drawbacks, and complications and insure risks, including reputational risks.

Location-based marketing communication is a complex strategy that requires flexible decisions and qualified actions at each stage of planning, execution, and analysis. Therefore, a business considering including location-oriented communication in its marketing policy must be prepared technologically and, most importantly, in terms of human resources.

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