



Hyper-Located Places:

Leveraging Data for
Strategic Destination
Marketing.

www.toolbox-marketing.com



Foreword:

Our Experts



Mark King
Market Development Director
PFM Intelligence
mark.king@pfm-intelligence.com



Tom Tawell
Account Director
Toolbox Marketing
tom.tawell@toolbox-marketing.com

The retail and placemaking landscape is evolving at pace, and savvy destinations are turning to their most valuable asset: customer data.

By leveraging geolocation data, we have the power to create 'hyper-located places' that take customer experience and commercial outcomes to the next level.

In this e-book, we get under the skin of data, tackling key questions such as:

- What are the different types of data, and how are they obtained?
- How can data drive marketing decisions to reach the right audience?
- In what ways can digital data boost physical visits and sales?
- What role does data play in moving beyond footfall figures to understand customer demographics and preferences?
- How can geolocation data provide a competitive edge, helping destinations stand out and reach untapped audiences?

By combining the data expertise of PFM Intelligence with the marketing know-how of Toolbox, we explore essential tactics for data-driven placemaking – enabling marketers and decision-makers to work smarter, not harder.

Ready to take the guesswork out of driving footfall to your place?
The time to embrace data is now...



Harnessing Geolocation Data for Hyper-localised Marketing in the Destination Industry

In an increasingly data-driven world, understanding consumer behaviour is paramount for retail and leisure destinations seeking to thrive. Geolocation data offers a powerful tool to unlock new opportunities, providing actionable insights to drive effective marketing strategies.

Mark King, Market Development Director at PFM Intelligence, and Tom Tawell, Account Director at Toolbox Marketing, explore how integrating geolocation data with marketing activities can lead to laser-focused customer targeting. This precise approach not only sharpens marketing efforts but also creates additional avenues for growth, elevating commercial outcomes.



By leveraging location-based intelligence, destinations can tailor their plans to meet the specific needs of their audience – removing the guesswork and resulting in more impactful campaigns and higher conversion rates. Here's how geolocation data can “fire up” your marketing efforts...

Getting to Grips with Geolocation Data

Geolocation data, derived from devices such as smartphones and GPS-enabled cars, reveals much more than just locations; it uncovers the narratives behind consumer behaviour.

From check-ins to social media tags, this data provides a window into consumers' lives, as Mark explains: “Using GPS, we can accurately pinpoint locations and analyse movement patterns. This data, essential for understanding physical and digital interactions, is crucial information for destinations of all sizes. It's widely used in smartphones and other devices, providing not only coordinates but also context, like operational hours and available services.”

Destinations and retailers can gain immense value from geolocation data. According to Mark, it acts as a “bird's eye view of the customer base,” providing insights into where

they shop, their preferred modes of transport, lifestyle choices, and spending power.

This comprehensive knowledge allows destinations to segment customers effectively, tailor marketing efforts, and enhance the visitor experience to meet specific needs and preferences.



By mapping out customer journeys, assessing “location effectiveness” (the ability to measure how well a physical location performs in terms of attracting and retaining customers), and predicting promotional success, geolocation data offers a holistic perspective of market dynamics and competitive landscapes.

“Geolocation data provides the plot and audience for your story, allowing you to craft compelling and engaging content that resonates with the right people, in the right places, at the right times,” notes Tom. “In the context of placemaking, this means creating hyper-personalised campaigns and experiences that draw people to a destination and keep them coming back.”

Beyond Footfall Counting: Integrating Data for Deeper Insights



While many present geolocation as a standalone solution, its true power lies in combining it with other data sources. "Geolocation data's primary role is to provide an in-depth understanding of customer behaviour rather than serve as a mere footfall counter," says Mark. "At PFM-Intelligence, we blend this data with our own robust movement data, offering qualitative insights into consumer origins and habits alongside quantitative footfall counting."

Footfall data alone can be limiting, particularly in times of declining traffic, which the industry has experienced in recent years following the pandemic. By integrating geolocation data with other marketing and placemaking tools, destinations can paint a detailed picture of visitor origins (e.g., residential areas, nearby towns, or tourist hotspots), behaviours (e.g., preferred shopping days and times), and preferences (e.g. favourite and least favourite stores or sections of a destination).

PFM-Intelligence's suite of reports presents this data in a user-friendly format, moving beyond spreadsheets to provide actionable tasks. This dynamic solution enables placemakers to interpret data efficiently, build connections and identify undiscovered goldmines for hyper-localised marketing.

"Geolocation data gives you the information you wouldn't otherwise see, like looking through a magnifying glass and discovering hidden clues," suggests Tom. "It might open your eyes to a particular area or audience that had previously escaped your gaze, allowing you to optimise your customer targeting and gain a new point of attack against local competitors."

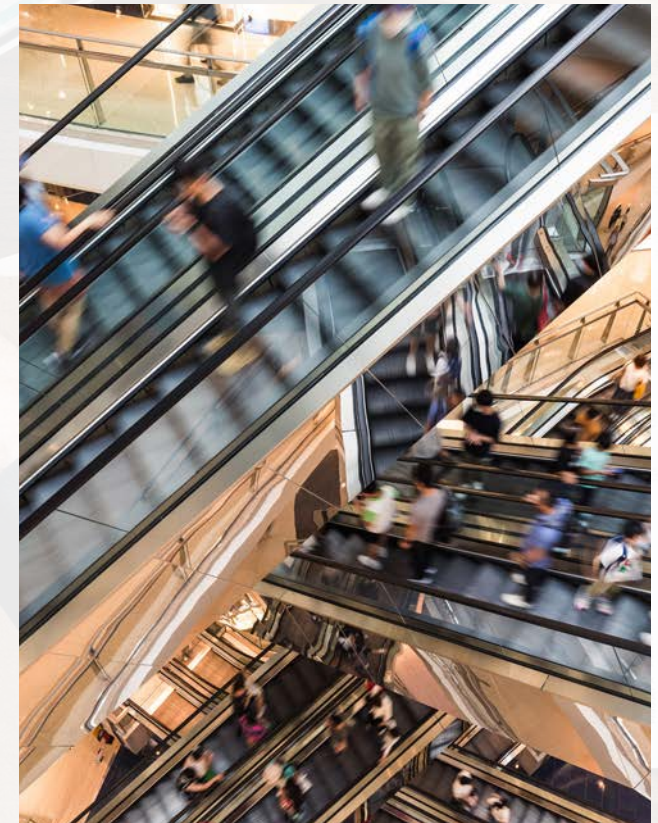


Catchment Areas: Unlocking Untapped Potential

Geolocation data provides valuable insights into the untapped potential within primary, secondary, and tertiary catchment areas. The primary area typically encompasses the nearest and most densely populated region, representing the "core" customer base. In contrast, secondary and tertiary zones cover areas further afield with varying visitation frequencies, offering opportunities for audience expansion.

Understanding the customer distribution and growth possibilities across these catchment areas is crucial. It allows destinations and retailers to identify key support areas and unmask new locations that are prime for engagement.

"By examining both their existing customer base and potential markets, destinations can implement hyper-localised marketing strategies to enhance outreach and market penetration," Tom explains. "Destinations are always looking for new ways to attract visitors, and geolocation data, coupled with a multi-dimensional marketing approach, can be the key to unlock the door."



One Dashboard to Rule Them All

Consolidating geolocation data into a single dashboard, like the one offered by PFM Intelligence, provides a clear view of primary, secondary, and tertiary locations, along with market penetration rates and consumer demographics. This dashboard offers insights into consumer spending habits, translating them into personas for better understanding.

Key metrics, including income, household averages, and area-specific penetration rates, aid in visualising the characteristics of "ideal customers" and identifying "target regions," while also enabling the exploration of correlated postcodes to refine marketing strategies at a more granular level.

Harnessing Geolocation Data for Pinpoint Marketing

There are many ways geolocation data can be leveraged for hyper-localised marketing to boost and broaden engagement with your place.

Mark says, "By analysing geolocation data, destinations can identify secondary areas with less than 30% penetration and income demographics that match their target audience."



This enables the deployment of personalised offers, out-of-home advertising, traditional print media, targeted social media content, and highly optimised digital campaigns to effectively reach and engage potential customers.

From Tom's perspective, "Geolocation data empowers marketers to create finely tuned strategies across both online and offline channels, catering to the needs and preferences of both familiar and newly identified local audiences."

This data-led strategy enhances **PR and advertising** efforts by pinpointing areas where customers are most likely to engage in promotional activities. **Content creation** becomes more focused, with tailored messages resonating with specific demographics.

Additionally, **creative services** benefit, as design work, including posters, flyers, and social media graphics, can be carefully developed to speak directly to the intended audience. **Digital marketing** activities, including SEO, PPC, email marketing, and **social media** campaigns, can be specifically targeted to reach the most promising audience segments and catchment areas, ensuring the best possible outcomes. Last but not least, **websites** can be carefully constructed and curated to provide an optimal user experience, ensuring that the online presence aligns with the expectations and behaviours of the target audience, further enhancing engagement and conversion rates.

"At Toolbox, data reigns supreme," says Tom. "The more we have, the more strategically we can select from the wide range of services in our toolkit to deliver marketing that truly makes a difference for our destinations."

Conclusion

Geolocation data is transforming the retail and leisure sector by offering deep insights into consumer behaviour. By integrating this data with footfall analytics and making it central to marketing tactics, destinations can harness once-hidden statistics to unearth new opportunities, enhancing customer experience, footfall and revenue.

The collaboration between PFM Intelligence and Toolbox Marketing showcases the potential of this approach, guiding decision-makers towards a data-driven future where destination marketing is precise, tailored and highly impactful.



Interested in discussing hyper-localised marketing for your place?

Let's start the conversation today!

Email: marketing@toolbox-marketing.com

Call: 01359 358600

Visit: www.toolbox-marketing.com/

