

# PenMex Reveal 3 Surprising Benefits of Geolocation in Sales

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Edinburgh based sales and marketing specialists [Penmex](#) offer their top three reasons as to why geolocation targeting can optimise and improve the success rate of the sales process.

No matter what the industry, business owners are constantly looking for ways to reinvent their sales strategies in order to boost sales and gain the resources and revenue to grow. With consumer behaviours and trends constantly changing businesses now have to work harder than ever to keep their sales figures up and maintain positive momentum. Sales and marketing experts Penmex believe that one way businesses could improve the effectiveness of their sales strategies could be through geolocation. Geolocation is a set of tools and geospatial data that help sales and marketing experts to identify and track customer locations and target them much more precisely. This can be put in to practice in a number of ways, the first of which is through mobile technologies which uses data from mobile app usage and social media to analyse customer locations and develop leads. The second most common technique for geolocation is through the use of existing customer information already stored in businesses CRM software. This allows businesses to review customer location, buying habits and preferences as well as create an analysis of regional buying habits so that they can accurately target their upcoming marketing activities and increase acquisition.

Penmex believe that there are 3 core reasons as to how Geolocation can improve a business's marketing practices, and have shared these reasons below.

## Better Analytics

The majority of geolocation apps and software allows businesses to access more precise and clear data than ever before, meaning that they are able to organise and fully visualise the information previously stored in their CRM. This helps businesses manage their sales territories better and ensure they are only targeting areas with the most promising leads.

## Route Optimisation

Geolocation apps that link to existing CRM software can help businesses to plan the most direct and efficient route when visiting customers in the field. This not only helps businesses and sales representatives to reduce their travelling costs and maintain momentum but it also allows sales representatives to spend more time doing what they love – selling.

## Targeted Engagement

With more access to their customers' behaviours and sales preferences businesses are now able to use geolocation technologies to ensure specific content reaches a specific audience. By encouraging customers to download an app which logs their interactions with their brand either online or in store, businesses will be able to tailor content and offers that directly correlate with each customer's unique tastes and behaviours.

Penmex is a leading [sales and event marketing firm based in the heart of Edinburgh](#) city centre. The firm help their clients to expand their market reach and increase customer acquisition and retention through personalised, face to face customer interactions. In order to ensure the customer experience is as personalised as possible the firm regularly rely on geolocation. Geolocation allows Penmex to identify the most promising markets and leads for their clients and react to emerging consumer trends before they impact on their clients sales.

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