

Location-Based Marketing

# GPS vs. Wi-Fi vs. Beacons



**Location-Based Marketing (LBM)**

Using location technology to target and engage customers



**Global Positioning System (GPS)**

Satellite navigation system that provides location information pretty much anywhere in the world



**Wi-Fi**

A wireless networking technology that allows computers and other devices to communicate over a wireless signal



**Beacons**

Small wireless transmitters that emit a signal recognized by Bluetooth-enabled devices within range

## WHAT TECH SHOULD I USE?

