Understanding Location Based Marketing and the Query Point Radius

Location-based marketing delivers information according to where a person is physically located. Instead of displaying the same message to everyone everywhere, it makes information discoverable when and where it is most relevant.

Query-Point uses this idea to connect physical places - such as properties, businesses, public projects, historic markers, advertisements, churches, schools and community events - with digital information that people can access on their smartphones.

What Does the Radius Mean

Every Query-Point account is assigned a geographic location and a radius of service. The location is the center point, and the radius determines how far outward the account will appear as a nearby result.

It may help to picture a circle drawn around the account's location. If the viewer is inside that circle, the account can appear in the appropriate Query-Point Search Roster. If the viewer is outside the circle, the information may still be found as a pin on the map.

Anyone who opens the appropriate Search Roster while within range can see your item alongside other nearby items in the same category. A viewer may discover your information unexpectedly while browsing that list, even without scanning your own sign or badge.

The radius is not the distance from which someone can physically scan a QR badge. A badge must still be close enough to scan with a phone. Instead, the radius determines the geographic area in which the information is considered relevant and discoverable.

Query-Point is also a pull-based service. It does not track people or send unsolicited messages to their phones. The viewer chooses to scan a Query-Point badge or open the bookmarked Search page. The system then shows information available near the viewer's current location.

Property Government and Historic Markers Approximately 1200 Feet

Property, Government and Historic Marker accounts use an approximately 1,200-foot radius because their information is normally connected to a specific place.

Property

A real estate listing is most useful to someone who is near the property. Property listings within 1,200 feet of the viewer appear on the Property Search Roster, so a prospective buyer driving or walking through the neighborhood can discover them without stopping directly in front of a yard sign. Listings farther than 1,200 feet from the viewer remain visible on the map.

For example, imagine a buyer entering a subdivision and opening the bookmarked Query-Point Property Search page. A home listed within 1,200 feet of the viewer appears in the nearby results. A home three blocks away that is beyond 1,200 feet appears as a pin on the map. The buyer can explore the listing, listen to an audio description, view photographs and follow links provided by the real estate agent.

Once someone has scanned any Query-Point badge and bookmarked the Search page, that person can refresh it while visiting other neighborhoods to see participating properties nearby.

Government

Government information is often tied to a particular public location, project or neighborhood. A 1,200-foot radius helps deliver the message to people who are close enough for it to matter.

For example, a city could place the standard Query-Point badge on a DOT sign at a road improvement project. People approaching the area could use it to find an explanation of the work, the expected completion date, traffic information and a link to the appropriate city department.

The same approach could be used for zoning notices, parks, greenways, utility projects, public buildings or neighborhood services.

Historic Markers

Historic information is most meaningful when people are standing near the place where history occurred. The 1,200-foot radius allows visitors to discover nearby historic sites while walking or driving through an area.

For example, someone visiting a downtown district could open the Historic Marker Search and see several nearby sites. Each location could provide written information, photographs, links and an audio presentation. The physical marker identifies the site, while Query-Point gives the visitor a richer way to explore its story.

Local Businesses Approximately 2500 Feet

A local business generally needs a somewhat larger area because it wants to reach people who are nearby but may not yet be standing directly in front of the storefront.

The approximately 2,500-foot Local radius covers the surrounding shopping, walking and driving area. It is designed for restaurants, barbershops, retail stores, dry cleaners, professional offices and other businesses that depend on nearby customers.

For example, someone having lunch in a neighborhood may open the Local Search and discover a participating barbershop several blocks away. The barbershop's page could include its hours, services, photographs, current offer, directions, appointment link and customer-review link.

The business is not trying to reach the entire city. It is reaching people who are close enough to become customers now or in the near future.

Brand and Community A Standard Four Mile Radius

Brand and Community accounts generally begin with a four-mile radius because their messages are intended for a broader local audience.

A Brand account may represent an advertiser, service company, billboard, wrapped vehicle or business that serves customers throughout an area rather than at one storefront.

For example, a replacement window company might advertise on billboards, bus benches and buses, as well as on its trucks and yard signs. It would choose a radius that covers the area where it works, allowing each form of advertising to lead interested viewers to the company’s information when they open the Brand Search.

A Community account can represent a political campaign, church, school, charity, sports organization or civic cause. These organizations frequently want to reach people across a neighborhood or community rather than only those standing at one exact location.

For example, a church could place a Community account at its building and use the four-mile radius to share service times, upcoming events, directions and an invitation from the pastor. A local campaign could use a four-mile account to provide a message specifically written for the people living in that part of the district.

Brand and Community services can also use larger radii - such as 15, 30, 75 or 150 miles - when the intended audience covers a larger market, district or region. Multiple smaller-radius accounts can also be used when an organization wants to deliver different messages in different communities.

Radius Does Not Mean Broadcasting

One of the most important distinctions is that Query-Point does not broadcast an advertisement to every phone inside the radius.

The radius establishes where the information can be discovered through the Query-Point Search system. The viewer remains in control and chooses to open the Search page, scan a badge or refresh a previously bookmarked page.

This makes Query-Point different from intrusive location tracking or unsolicited mobile advertising. Query-Point does not have to identify the viewer, collect personal information or push a message to the viewer's phone. It simply makes relevant information available when someone asks, "What is near me?"

The Badge and the Radius Work Together

The Query-Point badge stays the same on signs wherever it appears. It gives newcomers a way to open the Search page and reminds existing users that information is available.

The information follows the viewer as the viewer moves. Scanning a standard badge or refreshing the bookmarked Search page shows the relevant roster for the viewer’s current location. Within the applicable radius, an account appears alongside other items in its category; as the viewer moves into another area, the nearby results change.

In simple terms:

- The physical sign or badge tells people that information is available.
- The Search page helps them find participating information around them.
- The radius determines what qualifies as nearby.
- The account page delivers the complete message.

Matching the Radius to the Purpose

The radius should reflect the distance over which the information remains useful.

A property listing, government notice or historic marker is closely connected to one place, so approximately 1,200 feet is appropriate. A local storefront wants to reach the surrounding neighborhood, so approximately 2,500 feet provides a broader local presence. A Brand or Community message may be relevant across several neighborhoods, so a four-mile or larger radius is more appropriate.

That is the central idea behind Query-Point location-based marketing: provide the right information, in the right geographic area, at the moment someone chooses to look for it.

Query-Point turns signs and locations into gateways for useful digital information.

We Make Signs Talk.