

Panel Discussion | [Location Marketing] Target the Right Customers at the Right Time and Right Place with Location Data



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JAKARTA

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1. How can businesses effectively leverage geolocation data to personalise their marketing messages and campaigns?

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2. What challenges or considerations should businesses keep in mind when implementing location-based targeting strategies.

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3. How can businesses balance the need for personalised marketing with customer privacy?

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4. Utilizing Social Media Platforms for Local Audience Targeting

5. Building Customer Personas for Location-Based Marketing

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Key Takeaways

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Q&A



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