



# Geofencing for Digital Engagement

Geofencing is a tool for setting up virtual boundaries that trigger notifications when an internet-connected device enters a defined geographic area. By leveraging location-based technologies such as GPS, RFID, Wi-Fi, and cellular data, geofencing enables real-time communication and targeted outreach to support community engagement.

## Setup Steps

*Geofencing supports real-time updates, event reminders, and surveys targeted to specific audiences.*

By tailoring messaging to particular locations or interests, it enhances personalized engagement to foster more relevant interactions and increase participant involvement.

01

## Define Engagement Goals

- Determine the purpose of the community engagement.
- Are you collecting community feedback, notifying commuters of an upcoming meeting, or sharing project updates?
- What action do you want users to take after seeing the ad?

02

## Define the Geofence Area

- Use mapping tools to outline the geographical area where engagement is needed.
- Select a radius around a specific location or draw a custom polygon to define the geofence area.
- The geofence area can be as small as an intersection or as large as a corridor.

03

## Choose a Geofencing Platform

- Select a geofencing software or service that integrates with social media or text messaging platforms and data collection.
- Social media ad managers (Meta, TikTok, Google Ads, etc.)
- Third-party geofencing platforms (Simpli.fi, GroundTruth, Radar, Foursquare, etc.)
- Other programmatic advertising networks that integrate geofencing

## 04 | Customize Your Messaging

- Create clear, action-driven messages tailored to the audience. (“Take the survey!”)
- Messages can include project updates, invitations to public meetings, or links to surveys for community input.
- Use compelling visuals that catch attention quickly.
- With the call-to-action include a link to the project website.

## 05 | Launch and Monitor the Geofence

- Activate the geofence and track engagement metrics such as clicks, impressions, conversions, message open rates, survey responses, and location-based interactions
- Use the monitoring results to refine and adjust outreach efforts (e.g., geofence size, ad spend, and ad creatives and messaging).
- Use retargeting ads to reach users who visited the area but didn’t take action.

## 06 | Evaluate and Optimize

- After the digital engagement campaign, assess its effectiveness.
- Did the geofence reach the intended audience?
- Were engagement rates high?
- Use insights to improve future geofencing strategies.

### Engagement Campaign Setup in Ad Manager

(using Meta example)

1. Go to Meta Business Suite
2. Click Create to start a new campaign.
3. Select a campaign objective (e.g., awareness, traffic, engagement).
4. Under Audience Settings, choose Location Targeting.
5. Enter a specific address, city, or zip code, then select a radius (e.g., 1-5 miles).
6. Refine audience demographics (age, interests, behaviors).
7. Upload creative assets (images, videos, ad copy).
8. Set your budget and schedule.
9. Publish your campaign and monitor performance.

Ad Management Platforms

**Facebook & Instagram** (Meta Ads Manager) use location targeting for ad campaigns.

**X (Twitter) Ads** offers location targeting by city, zip code, or radius.

**Google Ads & YouTube** use radius targeting around a specific point.

**TikTok Ads** provides location targeting for ad placements.