

Chapter 6 Written Exercise
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9. In about 100 words, outline at least three ways in which a mobile phone's GPS capabilities can be used to provide benefits to users of a social network.

GPS services can be helpful when it comes to both social networks and e-commerce in a few ways. Businesses use social networking to reach their customers as both a way to advertise and for customer interactions.

Targeted Marketing is the first way that GPS can be helpful, as you can use GPS locations to ensure customers worldwide see advertisements, product/service availability, and more in relation to where they are located. Thinking of cultural differences, or what is popular in different locations, GPS can be used to ensure customers in those locations see relevant information. Imagine seeing an advertisement for a product that isn't available anywhere near you, kind of frustrating right?

Shipping and Delivery is a second way. When a customer is online shopping for items, being able to see availability nearby is one thing but knowing how much something may cost to ship is something different still. By using GPS locations, it's easier to provide customers with information about how soon something could be delivered to them, and the cost of such services.

Last way is expansion and local engagement. Using locational data companies can see where they may get more interest and business, using that to open closer locations for operations. If a business sees they are getting more interest and costumers in a state/country they are not directly operating out of, they can use this data to open up new locations (which can open up more jobs and customer trust) but also they can add that locations demographics to marketing ideas to build the connection they currently have.

To add to this last point, you can also use location data to analyze ways to grow in new areas. What are some products/services you can offer or market in new areas that data shows there is some sort of interest.

References:

Schneider, Gary P. (2017, 2015). Electronic Commerce (12th ed.). Cengage Learning US.

<https://www.dgtl-factory.com/blogs/211-mastering-geolocation-a-comprehensive-guide-to-harnessing-social-media-s-location-features>

<https://brainspate.com/blog/how-to-use-geolocation-features-in-ecommerce/>