

Chapter 6 Written Exercise

There are three ways that GPS benefits social networking for businesses. When consumers share their experiences with friends and family they are spreading information about a new business. The customers then can also share the new business by sending a mobile communication where they can invite their friends where they are at. Businesses can offer rewards to their customers when they visit or talk about them. This can help build their clientele and loyalty. Customers can get coupons and/or special offers when visiting new businesses. Businesses can also increase their clientele with a contest which is then share on customer social network. Lastly, business can monitor comments that are shared on location- based mobile networking. They can see what others are saying about their business, such as complaints, prices, and customer services to name a few. They can view comments on Google reviews, Yelp, and even social media like Facebook or Instagram, to see what consumers say about their business.

<https://smallbusiness.chron.com/advantages-locationbased-mobile-networking-businesses-32186.html>