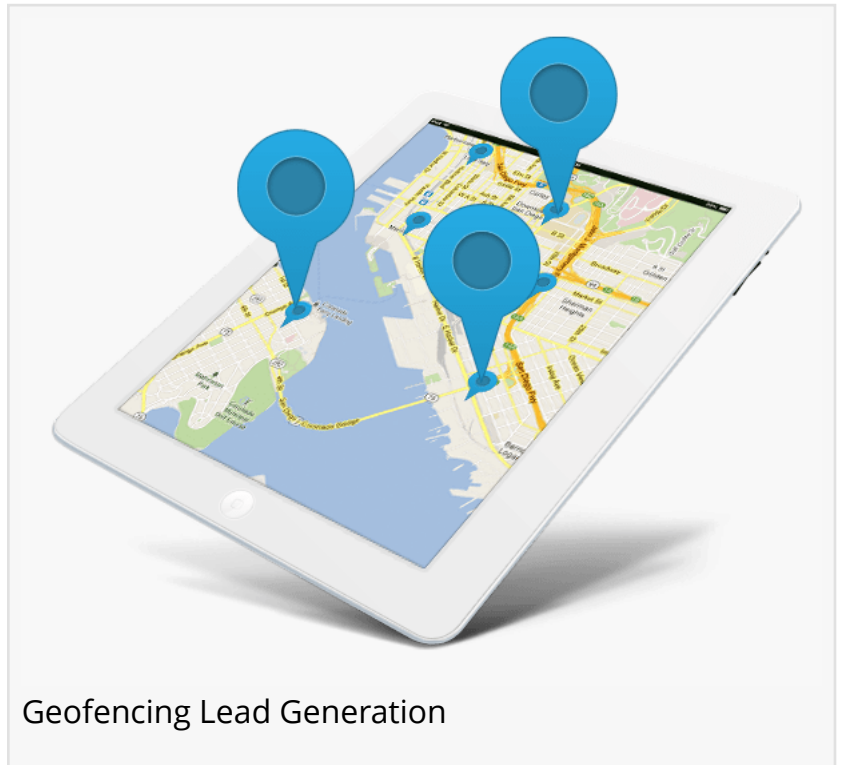


Mohr Marketing, LLC Launches Geofencing Service for Attorneys and Healthcare Professionals

Mohr Marketing has launched a geofencing service enabling targeted marketing based on real-time location data to enhance client lead generation.

ALLENTOWN, PA, UNITED STATES, June 20, 2025 /EINPresswire.com/ -- [Mohr Marketing](#) LLC, a leader in strategic marketing solutions for legal and healthcare sectors, has announced the launch of its innovative [geofencing](#) service. This new offering is designed to empower attorneys and healthcare professionals by enabling precise engagement with potential clients through real-time location data.



Geofencing Lead Generation

"This offering marks a revolution in how we think about client acquisition," said Susan Mohr, CEO and Owner of Mohr Marketing LLC. "The ability to target individuals based on their immediate geographic context allows businesses not only to capture attention but also to tailor interactions that resonate personally. We are providing our clients with the same tools we use to generate signed cases and leads for their practices. "

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This isn't about casting a wide net; it's about engaging at exactly the right moment with surgical precision."

Susan Mohr

Geofencing technology leverages cell tower data to pinpoint consumer locations as they move through different areas. By defining virtual boundaries around key locations—such as hospitals or emergency care facilities—attorneys specializing in personal injury can

connect with individuals at critical junctures following an accident. Similarly, healthcare providers can use this technology to reach out directly when potential patients are within proximity.

"Our approach transforms passive advertising into dynamic interaction," said Mohr. "It's akin to moving from broadcasting messages across a vast desert landscape hoping someone hears you, to having one-on-one conversations precisely where your audience stands."

Through creating virtual geographical boundaries around key areas such as hospitals or courthouses, businesses can trigger specific marketing actions on mobile devices upon entry or exit from these zones. This focused approach ensures advertising budgets are optimized by concentrating efforts only on those who are actively seeking assistance related to encountered situations.

For personal injury lawyers, for example, this service can be particularly transformative. It enables them to target individuals visiting hospitals or emergency care facilities shortly after an accident—a moment when legal assistance is often most needed.

Similarly, medical practices like dental offices and orthopedic surgeons can optimize their marketing efforts by geofencing competitors or locations frequented by potential patients prior to requiring services. By identifying key areas where clientele is likely to be, these professionals can enhance exposure and increase appointment calls, driving traffic to their websites or mobile apps.

The cost efficiency of geofencing presents a significant advantage over traditional advertising methods. With click costs on platforms like Google AdWords exceeding \$900, geofencing offers a more targeted alternative, costing between \$5 and \$10 per click, depending on ad effectiveness and location selection. This allows attorneys and healthcare professionals to maximize advertising budgets while ensuring they reach individuals actively seeking their services.

Mohr Marketing encourages attorneys and medical professionals to complement their existing strategies, such as SEO, Google Ads, and email marketing, with this geofencing service. The platform aims to provide measurable results and enhanced exposure in key market areas, reinforcing the importance of targeting specific demographics effectively.

In an era where precision is paramount, geofencing offers unprecedented opportunities for targeted engagement. By leveraging cell tower data to determine consumer locations as they move throughout their day, businesses now have the ability to engage clientele at pivotal

The graphic is a promotional banner for Mohr Marketing. It features a red and white color scheme. On the left, there is a circular image of a hand holding a smartphone with various social media icons floating around it. To the right of this image, the text reads: "WE GROW YOUR BUSINESS. ASK US HOW! DIGITAL MARKETING FOR OVER 30 YEARS". In the top right corner, the Mohr Marketing logo is displayed with the tagline "We Make Businesses Grow. Ask Us How!". Below the logo, contact information is listed: "team@mohrmtg.com", "www.mohrmtg.com", "610-510-7577 (Local)", and "866-695-9058 (Toll Free)". At the bottom of the graphic, a photograph shows four people (three men and one woman) in a meeting, looking at a laptop. Below the photo, the text "Mohr Marketing Team Meeting" is written.

MOHR MARKETING
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Leads For Law Firms and Healthcare Professionals

Mohr Marketing Team Meeting

moments when they're near relevant services or facilities.

"Imagine reaching out with pertinent information right as someone steps into a hospital after an unexpected incident," said Mohr. "This isn't about casting a wide net; it's about engaging at exactly the right moment with surgical precision."

This initiative aligns seamlessly with Mohr Marketing's overarching strategy of equipping clients with tools that make every marketing dollar count while maximizing return on investment (ROI). The company's commitment remains steadfast: delivering exceptional services underpinned by measurable results through comprehensive analytics—a cornerstone for informed decision-making, benefiting each client directly.

About Mohr Marketing

At Mohr Marketing, we understand the importance of generating high-quality patients for your practice. Our unparalleled expertise in the legal and healthcare industries for over 30 years has cemented us as experts in building client pipelines based on quality [lead generation](#).

Our team has extensive experience creating customized strategies that drive high-quality new patients to legal and healthcare practices, resulting in increased growth.

We are committed to providing our clients with exceptional service backed by measurable results via comprehensive approaches, including detailed analytics tracking progress, which is crucial to informed data-driven decision-making and benefits you directly.

For more information, visit our site at www.mohrmktg.com, or contact us at team@mohrmktg.com or use our calendar link to schedule a call with one of our marketing gurus.

<https://calendly.com/mohrmarketing>

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