

LOCATION/PROXIMITY BASED MARKETING THE TRULY INNOVATIVE PUSH/PULL CONNECTION

Push marketing is when you use various activities to get your message in front of your ideal client. The marketer is in control of what the message is, how it is seen, when and where.



PROXCOMM, in association with **CommSmart Global Group, a LexisNexis Risk Solution Partner** developed a proprietary creative usage of location/proximity beacons which transmit in a 300-foot radius a notification and a clickable URL. Smartphones receive this notification through **Bluetooth (Low Energy, BLE) and Location Services**.

This is a non-traditional marketing activity which since our introduction has turned the *Advertising and Marketing Agencies* on their head. It makes sure your target audience sees and hears your *notification* on the Smartphone in the palm of their hand.

The **PROXCOMM location/proximity beacon** by this notification encourages people to seek you out and find out whether you have something of value to offer them. **Pull marketing activities** build relationships and traditions which have included blogging, podcasting, article marketing and networking (both on and offline). *Pull marketing* uses the law of attraction, incorporating all the components of your personal brand to attract and retain these people as your biggest fans.



PROXCOMM Beacons work 24/7/365 with all Smartphones with or without a **Mobile App**. Most medium-size companies we work with like the *App* approach which is used for attracting customers/clients via marketing/information and for being in direct contact with their employees.

Today, *pull marketing* is about developing relationships, it shows the value you offer to these prospects so that they naturally are attracted to your products and/or services because they have been touched via **notifications** on their Smartphones.

Pull marketing is where you develop advertising and promotional strategies via the **PROXCOMM Beacons** that are meant to entice the prospect to buy your product or service. Some classic examples are “half off!” or “bring in this digital coupon to save 25%” or “buy one get one free”, etc. With pull marketing, you are creating a sense of increased, time-limited value so that the customer will come into your store to buy.

Pull is not about pulling consumers in; it’s about giving a notification, it is the reason to pull us in.

Pull means that we go to them, via the **PROXCOMM Beacons**, giving them reasons to voluntarily draw us into their personal media experiences. We’re not interrupting them. *They’re opting for us!*

To get your ideal client to discover you, **PROXCOMM** has developed a digital marketing plan that combines a strong personal brand with digital proximity/location marketing to increase your exposure.

Let us discuss and converse your digital push/pull strategy, call or email us.

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