



Reaching Your Customers & Potential Clients! There Is A Proximity Marketing Connection & App For That...

By Nicholas Ashton, CEO/CIO, CommSmart Global Group

Marketing has made a radical and cost-effective change, more on this in a moment.

Customers want more and more information and most medium-size businesses believe they *cannot compete* with the Amazon's of the world.

You can, will and be successful!

Customers are not really happy about receiving boxes and packages outside of their doors without actually feeling, touching or trying on purchased items. They believe that this 'touchy' ability is an important part of shopping is dead and gone.

It is NOT!

There is nothing that is not sold or marketed on the Internet of Things, but you purchase sight unseen and do UPS, FedEx or the Post Office tell you how much money or volume they make on returned items?

Purchasing online is not always the best method, but *people follow people* and have been lead to believe this is the only way for buying bargains.

It is NOT!

A local business has so much more to offer and has longevity and trust within communities, so how can they reach out to their clients and potential customers and bring everyone up-to-date on their services and products?

Let us look at an example of a jewelry business with two locations, who has been in business for well over 140 years, in fact, they started in the dark, Edison had not invented the light-bulb yet! They are located in prime locations and locally owned. Two differing clienteles with diverse selections between the two.



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The variance between them and online shopping is like night and day, or life without Edison! Now, they can be an online store with a personal touch with an *App* and as close to their clients and potential customer's Smartphone.

They already know their client's email so why not have them assist with those special occasions and personal times when they need that advice from an expert, not just words, and pictures on a web page, but directly to the palm of their hand with the device that no one leaves home without, the Smartphone.

How can **CommSmart Global Group, a LexisNexis Risk Solutions Partners** assist in this unique successful global marketing ability? It is called **Proximity Social Marketing**, CEO, Nicholas Ashton created, invented and developed over the last seven years to change how we communicate *one on one* with customers and potential clients on social selling cycle.

Social is Local! It is that simple and we have through technology gone back to the original days of marketing, where everyone knows everyone on a first name and a family basis through effective technology.

Our *Proximity Social Marketing* uses an **App** and our **PSM - Proximity Beacons** which broadcast a message within 100-yard radiated circle. It is sent to the Smartphone as a notification. Privacy is not an issue as the beacon only transmits, it does not gather information from whom is receiving it.

Your existing clients download the *App* which allows them to know more about you, your selections and the personal assistance you offer. In fact, through the deployment of the proximity beacons within your stores or carried by a person, we can activate in near and far modes. The far is a radiated 100 yards and the near is as close as under five feet. Even if the customer dwells or is hovering around a special display, we can send them automatically more information about the display and products or even a discount opportunity.

Once they open this *App* on their Smartphone, you know about it! Your clients have more than a Loyalty program in the palm of their hand. You will know the client, their shopping habits, only the information you wish to know.

Our Smartphones have so much information stored within and is accessible without infringing. Once you fill out a Twitter, Facebook App or even your bank details, they are in a public part of your Smartphone. *CommSmart Global Group* believes in privacy on the important factors and will resist in seeing that data.

Why an *App*?



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Google or the Android operating system, which is on 81% of all Smartphones globally see these notifications instantly without an *App*. Apple operating system for iPhone, which is only 13.1% of the Smartphone market requires an *App*. Apple wisdom for monetizing anything on the iPhone is a marketing hinderance which we have circumvented with permission with an *App*.

Our *Proximity Social Marketing App* is cost effective as it is a designed 'cookie cutter' method to adapt for your use, affordable with a small investment. We can even add to your existing *App* in most cases.

You can simply transmit information or have full analytics at your fingertips, which we suggest. Information is so needed and accessible!

Times have changed and you can reach out to those that pass by or visit your stores, even when you are closed or when you are out at the Ball Park, shopping yourself or in a restaurant. Your marketing message is a notification sent to Smartphones 24/7/365!

It is that effective! Let us converse, this is just an example and can work in all business, large, medium, small, retail, malls, sports arenas, event centers, casinos, hospitals, assisted living centers, health clubs, entertainment districts, you name it, we have a means to communicate and make your business a radiated lighthouse of marketing information.

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CommSmart Global Group – Digital Dialogue Center

A LexisNexis Risk Solutions Partner

It is productivity perfection personified!

**WE ARE IN THE NOW AND KEEP YOU;
*IN THE KNOW...***



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