

Contextual Leveling of Marketing Reach *Directly to the Palm of the Hand*

2018 is all about marketing reach, the power of the advertising dollar.

The Internet has been a disappointment for most companies. Certainly, the World Wide Web is at the top of corporate America’s priority list—the \$10 billion that large U.S. companies spent on Website development in 1999 are evidence enough of that. Hitherto in any given month, only about half of the largest U.S. consumer businesses attract more than 400,000 site visitors, and a similar percentage of sites generate no commercial revenue at all.

Not the success you have been believing in. Now, you can assign major advertising dollars to what is being *a direct success*.

Advertising and Marketing avenues have been the following for hundreds of years:

TRADITIONAL	TODAY
<ul style="list-style-type: none"> ● WORD OF MOUTH <small>(Town Crier)</small> ● NEWSLETTERS/Flyers ● PRINT, BOTH NEWSPAPER/MAGAZINE ● BILLBOARDS ● RADIO ● TELEVISION ● INTERNET 	<ul style="list-style-type: none"> <li style="font-size: 2em; color: #00AEEF;">● SMARTPHONE PROXIMITY BEACONS Enhanced QR Codes

Traditional advertising and marketing are limited in who it totally reaches.

None of us read the same newspaper if any do today.

None of us listen or watch the same radio or television station.

No one drives passed the same billboard daily.

None of us visit the same Internet pages.

There is but one common denominator today, the Smartphone!

The marketing playing field has been leveled for all to successfully use!

The vast majority of Americans – 95% – now own a cellphone of some kind. The share of Americans that own smartphones are now 77%, up from just 35% in *Pew Research Center's* first survey of smartphone ownership conducted in 2011. **Feb 5, 2018**

In the last seven years, the Smartphone has exceeded all expectations, with Mobile Phone providers advertising their wares with pricing that has become far more acceptable than ever with so many more features.

In 2011 only 35% of Americans had a Smartphone, which back then did not have the capabilities of today! Look at how this has grown. Now, the Smartphone is the means of versatile communications, not just for phone calls!

It is the singular medium that reaches the majority. The Smartphone is the security blanket of today. When shopping most search, compare and have an insatiable appetite for guidance and information, which, the Smartphone brings.

ProxComm Technology© and its global team have been the driving force and innovators of the design, usage, marketing and proprietary solutions in both **Proximity Beacons** and **Enhanced QR Codes**. From Asia to Europe and all in-between this capability has opened the eyes of major retailers, convenience stores, malls, healthcare, public events/centers, zoos, science centers, art galleries, museums, Smart Cities, property management/real estate and the retailer on the High Street.

Contextual Market Leveling is the direct reason, via **ProxComm Proximity location-based beacon notifications** to Smartphone. When the Smartphone is in range (300-foot plus) of a beacon, up to ten concise and relevant notifications received on the Smartphones. No Ad clutter, it is sending information which is received securely.

Android Smartphones (67% of all Smartphones) have no need for a Mobile App, Apple requires a Mobile App. That is why *ProxComm Technology* has such a selection of cost-effective Corporate Mobile Apps for all.

Our **ProxComm ID Enhanced QR Codes** which can be scanned by all Smartphones, also opens ten notifications of significance which takes the user to a myriad of usable marketing/advertising information.

Contextual Market Leveling has made the radical difference in reach and conversion which is the most direct method for your advertising dollars to be effective.

Call: (515) 200.7068 or (330) 366-6860

www.proxcomm.technology

Email: connect2us@proxcomm.technology

Connect, Engage, Communicate... Be Heard...
WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...

Copyright 2018

<http://www.proxcomm.technology>
Email: proxcomm@proxcomm.technology
Telephone: USA: +1 (515) 200.7068



COPYRIGHT 2018

