



KNOWING, *SIMPLY KNOWING!*

By Nicholas Ashton, CEO/CIO, CommSmart Global Group

Business is not a '**Them & Us**' situation, although we have made it so. All business benefits from our technology, retail stores, supermarkets, malls, hospitals, museums, science centers, restaurants, food delivery services and even gas stations!

Just because you are the corner business, the flagship store in a mall or have decades of having your doors open for business, does not mean success in this *anti-social*, social media crazy world!

Due to not understanding your whole '**following**', you are missing so much! Look how we use to purchase gas, yes, the gas that allows us to travel from '**A to B**', do our jobs, enjoy free time or to just *tool* around.

You had to pay inside, remember? The cashier would check you out and then turn on the pump, trusting you would come inside and pay. As you entered your resistance to purchase something melted and you bought cigarettes, candy, and useless items in their million\$.

Not anymore!

They even tried television screens on the pumps blasting out advertising, attempting to get you inside to buy their wares, which was and is a huge profit center. It failed as that was a time for reflecting as you pumped your gas, which also seemed too slow and then gets you on your way.

Today, you insert your debit/credit card, select the *go-juice* you want and pump. You don't even have to leave the side of your car, fill-up and go!

Gas stations are in competition for your business, issuing Loyalty cards, serving pizza and the best coffee in the gas-up world. It is a billion-dollar business that wants to make more profit from internal sales, so enticement to leave the side of your car through television advertising and outside banner advertising is meant to bring you inside.

Rightfully so, they want more of your business and they can have access to it!



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The common denominator is in the palm of virtually everyone's hand!

The Smartphone, no one leaves home without it!

It is the key communicator of our time and **CommSmart Global Group** has a secure means to reach all that cannot let go of their communications life-line or comfort blanket.

This is a solid capability of **CommSmart Global Group's Proximity Predatory Social Marketing** via our skill to be reached by all Smartphones. It is all about **Notifications** which are a 100-yard radiated message that is placed on all Smartphones with a link to further information, offers, marketing information, pure survey requests and importantly, it can stay with the recipient or just simply fade away. It does not invade the privacy of the Smartphone users, it only transmits. It is when they open the notification, we know more about the user, very limited and nothing of a personal nature.

It is all about what marketing/advertising is missing out on and we are the **Missing Link** for productive calls to action!

If you have an existing Smartphone *App* for your business, we can add our *reach technology* to your existing/potential clients/customers which opens a whole new profitable world!

Yes, Proximity Beacons which we have had in use and operational for the last seven years are an effective investment for under the price of a postage stamp per day, with a guaranteed 60% delivery!

Show me a marketing campaign or survey that can achieve that! They can't...

Be Brave, do not Procrastinate, call us today, let's converse...

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