



# Positive Mobile Marketing

## Reach All Smartphone Users Directly!

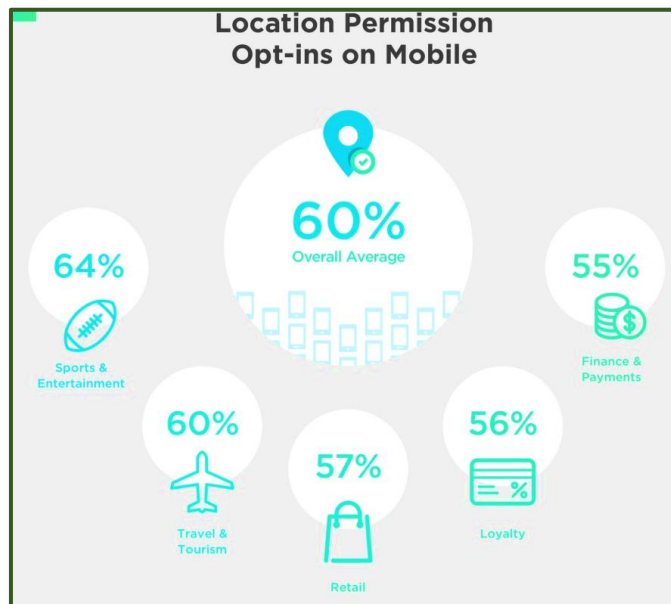
By Nicholas Ashton, CEO/CIO, CommSmart Global Group

No business can operate or succeed without advertising, marketing or simply getting out the important business message. It is also knowing your existing and potential customers and their purchasing habits. Yes, we are creatures of habit and have the ability to understand that basic fact enabling you to have the edge on your competition.

Look, there are many advertising avenues, television, radio, billboards and of course online. They are all only as good as the viewers, listeners, those facing the billboards and selective online users. Fact is they cannot reach everyone at all!

There is only one new technology means that reaches every single Smartphone as long as their Bluetooth is switched on, via the inexpensive **Proximity Social Marketing Beacons**.

These are the results of our latest findings in June 2017. Due to its importance in location-based marketing campaign efforts, new, this year are some numbers around how many users have opted into location services. Taking advantages of location technologies like beacons, geofencing, and way-finding requires attention to location-permission opt-ins and a strategy to grow this audience.



An average of 60% penetration right to the palm of the hand and the Smartphone that we do not leave home without!



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Notifications via Low Energy Bluetooth that is received by Smartphones within a radiated 100 yards being received by *Google Nearby* and *iPhone iBeacons*.

The Android Smartphones are the dominate phone globally.

Period	Android	iOS	Windows Phone	Others
2016Q1	83.4%	15.4%	0.8%	0.4%
2016Q2	87.6%	11.7%	0.4%	0.3%
2016Q3	86.8%	12.5%	0.3%	0.4%
2016Q4	81.4%	18.2%	0.2%	0.2%
2017Q1	85.0%	14.7%	0.1%	0.1%

Source: IDC, May 2017

With as much attention as Apple receives, it's easy to forget that Android is the most popular mobile OS around the world and in the United States. According to CIRP's research, Android accounted for 67% of US phone activations from April – June 2017, up from 63% in the same quarter last year. iOS activations dropped from 32% to 31% in that stretch. Apple saw its share of the U.S. smartphone market hit 34% in the three months ending in May, reports Kantar.

It is not just sending notifications, **CommSmart Global Group's Proximity Social Marketing** also can know your customer's habits with our proximity tracking, analytics, indoor navigation, notifications, marketing coupons and full information. Including delivery of information in any downtown entertainment districts, supermarkets, hardware/outdoor sports stores, shopping malls, charity events, museums/science centers, conference/event centers, hospitals, hotels/casinos, airports/bus stations, and your local high street or strip mall stores. **The capabilities and reach are endless!**

**Reach over 60% of the people who have been passing you by, reach them now and affordably controlled by YOU!**



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