



## Spreading the Word, the Proximity Way...

By Nicholas Ashton, CEO/CIO, CommSmart Global Group

In the beginning, it was smoke signals, beating drums and runners who went from village to village with important news, then it was spread by the Town Crier. Not always the original message or information, but an assimilation of the original real facts.

One area that has continued in the same vein of spreading the word are *religious groups*.

### Why It Is So Important To Spread God's Word

Sharing God's Word can be an uncomfortable thing for some, so if you've ever struggled with it, you're not alone. Now there is a new and simple method that does not even mean you stopping and speaking with people, not just for you but the missionaries that travel the world, cities and even your neighborhoods.

For all, talking about your God, or a church, synagogue or place of worship to spread the messages, verses, meanings, sermons or general group information has become so simple and now directly to each individual, via something we never leave home without, the **Smartphone**.

### How is this?

**PSM- Proximity Beacon** technology, which is a powerful tool used by our clients, retailers and large venues to streamline communications with customers, it can be used to achieve the same results for religious communications. Increasing engagement silently, directly and importantly, cost-effectively.

*PSM Beacon Technology* strengthens the relationship and provides data and information to all Smartphone users to improve their knowledge and the opportunity to experience in your beliefs, without even speaking with them.

*PSM Proximity Beacons* are the leading means to deliver a promising customer in-store shopping experience and available as something as simple as presenting digital religious tracks with information about your place of worship, its locations and times of services.



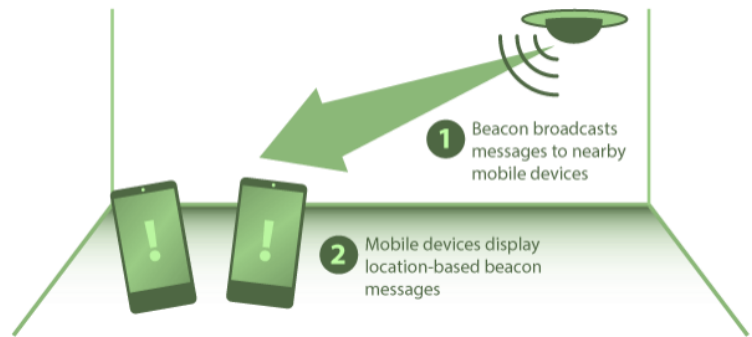
<https://www.commsmart-global.com>  
<http://www.proximitysocialmarketing.com>  
 Email: [psm@commsmartglobalgroup.com](mailto:psm@commsmartglobalgroup.com)

Telephone: USA: Ohio: +1 (330) 366.6860 – Iowa +1 (515) 200.7068

## How DO PSM - Proximity Beacons

**Work?** The majority of Smartphones, (Android, needs no app whatsoever via Google Nearby with some limitations).

Apple Smartphones which believe it or not are the minority by leaps and bounds need an App. Android Smartphones 65+%, Apple iPhone 30.7% in the USA. The consumer uses a Bluetooth enabled Smartphone and is given a reason to install an app on their device to let the PSM Proximity Beacons work effectively. Yes, an incentive or call to action.



## Going mobile with Proximity Beacons helps religious organizations to market to All who have adapted to the Smartphone technology

Changing demographics that are having a large influence on how religion must respond is the rise of the Millennial generation. An overwhelming number of young professionals, a major base for churches, synagogues and places of worship across the country, not only own smartphones but operate much of their life around the attached device. Expectations for mobile functionality have increased, noted Study Breaks Magazine. *'Wi-Fi access is no longer a perk, it's the standard'*. PSM – Proximity Beacons allow these facilities to go one step further, and leverage the Millennial love of smartphones to boost their religious engagement.

PSM – Proximity Beacons today provide businesses with a direct line of communication to each customer via a cost-effective Low Energy Bluetooth beacon/transmitter, (up-to 100 radiated yards). Through a new App or integrated with an existing in-use App, visitors or members can receive information directly, post their learning experiences on social media and answer short surveys regarding newly asked questions or study options. In addition to enticing in smartphone-loving young adults with a passion for new technology, seniors have caught on as well through their children or grandchildren! These high-tech amenities can serve as a means of increasing engagement of every generation.



## Worship Center Apps turn smartphones into a full blown missionary experience

One way that **PSM – Proximity Beacon technology** can be successfully used with so many aspects of communications.

Within the worship center, transmitting Bible verses of the day, informal study groups, meeting times, locations, amenities, and how to rehearse the weekly sermon.

Importantly spreading the *word* no matter where you are! Even at a restaurant, baseball or football game and when shopping at the mall, you are spreading the *word*!



<https://www.commsmart-global.com>  
<http://www.proximitysocialmarketing.com>  
Email: [psm@commsmartglobalgroup.com](mailto:psm@commsmartglobalgroup.com)

Telephone: USA: Ohio: +1 (330) 366.6860 – Iowa +1 (515) 200.7068

## **PSM – Proximity Beacon generated data and information help target problem areas**

Busy worship centers must account for a large amount of bustling foot traffic as visitor's and parishioners queue or line-up to enter the facility or move from place to place. Locating sources of congestion and identifying which study groups need more space and is creating the longest line becomes considerably easier when you have the ability to track all within the location, and *PSM – Proximity Beacons* provide worship centers with the tools necessary to turn this plan into a reality.

### ***Data and analytics are our key to full knowledge and keeping you and your visitors and worshipers in the KNOW!***

You can know who is in the center from a security standpoint, as they enter and as they leave.

**PSM – Proximity Beacons** will effortlessly and securely collect information about parishioners with the app on their smartphone, and compiling this data from multiple visitors provides valuable insights into the facility's hot zones and which areas are most overlooked. Access to this data makes it simple to tailor actions and reorganization to the needs and wants of your clientele. *Yes, we can provide full analytics!*

Privacy is of the utmost and can be limited. The *Proximity Beacon* does not collect information directly, it is when they open information notifications on their Smartphones only. How come? Simple, we all fill out information for other Apps and this is now public and stays on the Smartphone.

Truly ambitious worship centers may even develop their own automated queuing system that alerts via nearby screens on events. A comprehensive Content Management System would make it easy to incorporate wall mounted flat screens into a worship centers with a new strategy with digital content.

**CommSmart Global Group, a LexisNexis Risk Solutions Partner** has the *out of the box mentality* with the *hands-on capability* to *visualize, create and implement the demanded changes* in how we live our lives.

## **Let us converse...**

[www.commsmart-global.com](http://www.commsmart-global.com)

[www.proximitysocialmarketing.com](http://www.proximitysocialmarketing.com)

Email: [psm@proximitysocialmarketing.com](mailto:psm@proximitysocialmarketing.com)

Telephone: USA: (515) 200.7068 or (330) 366.6860

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...**



<https://www.commsmart-global.com>  
<http://www.proximitysocialmarketing.com>  
Email: [psm@commsmartglobalgroup.com](mailto:psm@commsmartglobalgroup.com)

Telephone: USA: Ohio: +1 (330) 366.6860 – Iowa +1 (515) 200.7068