
We Have the Marketing Pick-Me-Up!

The Internet has been a letdown 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 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.

If I hear or are sent one more email telling me about SEO (*Search Engine Optimization*) I will shove them where the Sun don't shine!

The economic return or ROI is minimal, the calculated reckoning is even lower. Less than half of these corporate sites capture any self-reported customer data. The few sites that manage to gather any information do a pretty poor job of it too! It is estimated that they compile meaningful profiles on less than 1% of their customers. And despite all declarations to the contrary, the Web is infrequently a low-cost customer achievement channel. Most companies using standard "drive-to-site" Web marketing approaches, such as banner advertisements, quickly learn that their customer acquisition costs are greater than those in the physical world—often 1.5 to 2.5 times greater.

Are you going to continue to be duped?

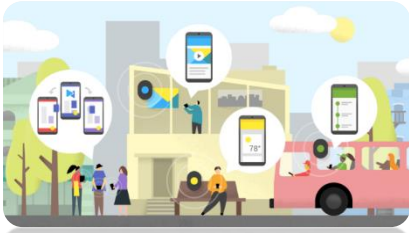
Contextual marketing opens up opportunities for companies that, for various reasons, can't form the ongoing digital relationships that are the lifeblood of a successful destination Web site—for example, retail stores, supermarkets, healthcare, event centers and importantly, change a city into a Smart City.

So, what is this positive marketing aptitude you must enhance or be left behind in the dust of the competition?

It is how content is giving way to context and how location services are leading the charge with Smartphone marketing. No one likes the bombardment of advertisers approaching you regarding something that has no relevance whatsoever.

For the longest time, many have struggled to truly see the consumer value of the Internet of Things (IoT), It's the evolution of Big Data-driven by real-time contextual insights. Proximity marketing that is influencing real-time decision making on a daily basis.





Today we have Android™ and Apple™ with proximity beacon solutions, though Google™ has reached even much further with 'Nearby™', that sends notifications to all Android Smartphones without the need for a Mobile App.

Apple, well, Apple is Apple and they want you to have a Mobile App, so restricting your ability to be involved in the largest contextual proximity marketing to hit the globe.

Not so fast, **ProxComm Technology**© has the ability for business to reach all Smartphones with their own Inexpensive Mobile App and with the *ProxComm Technology Proximity Beacon and Enhanced QR Code* with the ability to send or open up to ten (10) notifications which have never been available before.



Location and proximity marketing adds the extreme layer of business intelligence into Big Data ... the layer that allows us to make better decisions based on real-time information. It's a very exciting time for us all.

To the advertiser and the public, shopping is a social event and no one leaves home without their Smartphone, which they grip like a security blanket and relies on their searches for their insatiable appetite for bargains.

Now We Come to Them!

Scan & See!

For more information call: (515) 200.7068
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**Connect, Engage,
Communicate... Be Heard...**

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

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