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## **What is Proximity Marketing?**

### **Why Do You Need to Be Onboard NOW?**

Proximity Marketing offers an effective and affordable solution for communicating with a large audience within the proximity of your advertised product or service. This is achieved by sending multimedia content to the potential customer's Smartphones using a Bluetooth device.

The most effective content offers the recipient something special like a discount on a product or service, shopping information, video overview, education or something else that the audience will find of great value.

It is not new, **PROXCOMM**® realized some seven years ago that the Smartphone manufacturers were socially changing the communication mood and bringing incredible useable technology to all us, which we knew we could enhance and productively utilize to maximize customer reach.

The common denominator of communications today is the *Smartphone* and no-one goes anywhere without one. Smartphones are smarter than ever and we at **PROXCOMM** have capitalized on that fact with even stronger reliance for information dissemination.



### **PROXCOMM proprietary Bluetooth**

**proximity marketing technology** is the fastest growing advertising and marketing media. Bluetooth Marketing and Bluetooth Advertising reaches all Smartphones within a 300-foot radius as a notification and is the direct way to make contact with the potential or existing customers.

Bluetooth Marketing and Bluetooth Advertising device is the operation of pushing contents via Bluetooth radios to surrounding devices, the Bluetooth Advertising device specializes in providing information, entertainment, discounts, coupons, and other promotional material to users of Smartphones phones and other portable Bluetooth-enabled devices.

No matter what business you are in, communication is the key. Not everyone listens or watches the same radio or television station, reads the content of the Internet in the same manner, but the majority of us have a Smartphone with the Bluetooth and Location Services switched on. They pass you by each and every day, walk through your store and right now you missing the opportunity to notify them of all you have to offer.

It's like a lighthouse repeatedly transmitting a single signal that secure (BLE) Bluetooth devices can see. Instead of emitting visible light, though, it broadcasts a radio signal that is made up of a combination of letters and numbers transmitted on a regular interval of approximately 1/10th of a second. A Bluetooth-equipped device, like a smartphone or tablet, can "see" a beacon once it's in range, much like sailors looking for a lighthouse to know where they are.

- Advertising content is easily understood by customers
- Can be installed in any location you want to display information
- Information can be saved for future to see when needed
- You can fully control the entire marketing process, easily make changes to your ad content and plans
- Bluetooth Marketing is environmentally friendly because there is no paper waste, you are simply transferring rich multimedia digital flyers direct to people's Smartphones
- The majority of your target customers have a smart mobile phone
- Far more cost effective than Newspaper, Radio, Television and Coupon Advertising
- Has no hidden fees only a fixed monthly investment
- Bluetooth advertising has an impulse effect when a customer receives some valuable information they think, then considers to purchase. It will be through the notification means of the Bluetooth technology.
- Everything is transmitted one-way through the air.
- Can be used as advertising solutions for portable outdoor activities, anytime, anywhere to enhance marketing.
- Measurability: you will know how many customers accepted which of your ads, which rejected the ad content. Any other advertising method can only be estimated.

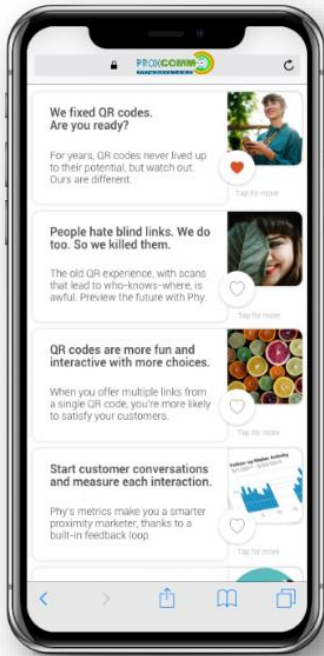
**PROXCOMM** has the experience because of our supermarket/retail/public venue solutions which are making a radical difference in this digital world. Shopping has changed and we must utilize the social street-smart tools of society.

We are a nation of impulse buyers! It is that nudge with something we saw or hear that triggers those impulsive actions. **PROXCOMM** has created a solution that penetrates the communication barrier and introduces your services to the masses.

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**PROXCOMM** delivers ten individual notifications at once and can be a varied information guide to the potential customer.



That is not all, our proximity beacons will also act the same way as a **QR Code**, the fastest direct QR Code on the planet. Time is a factor and we have covered every which way we can directly connect regarding communications and information dissemination.

This is an absolute change in reaching all, notifications are the only means of connecting with people that just use to pass you by.

Not anymore with **PROXCOMM Proximity Based Marketing.**

**Stop missing out on the most powerful direct advertising tool of today!**

**For more information and to order:**

**Please call: (515) 200.7068 or  
Email: [proxcomm@proxcomm.technology](mailto:proxcomm@proxcomm.technology)**

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



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