



BlueBroadcaster

Mobile Proximity Marketing



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Introduction

Mobile Growth

How Does it Work?

Proximity Marketing & Benefits

Relevance & Scope

Conclusion



Introduction

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Technical Comms Managing Director

DX Communications Mobile Device Sales - 5 Years

O2 Operations Manager - 10 Years

BlueBroadcaster - 11 Years



BlueBroadcaster

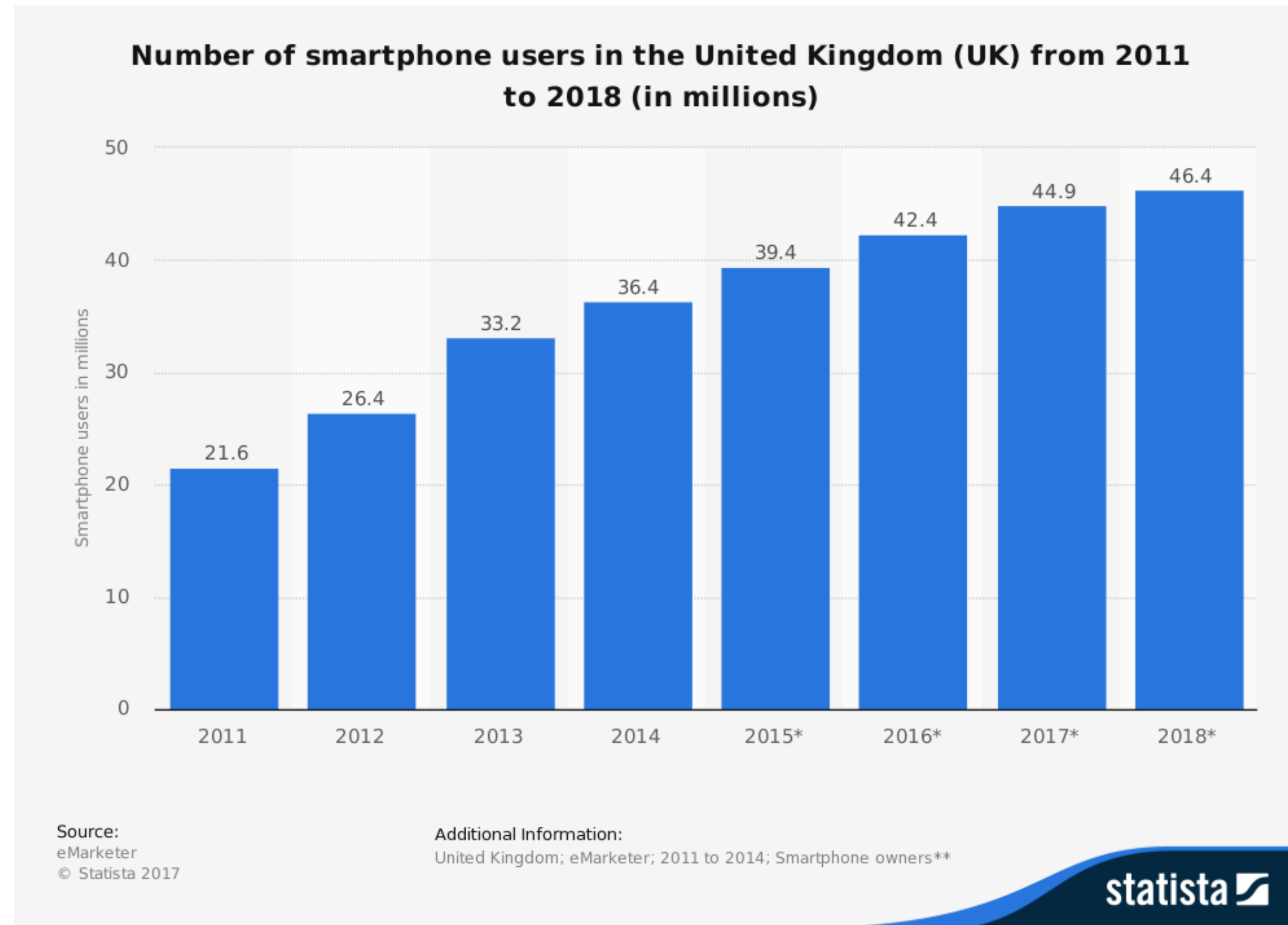
Proximity Marketing - Bluetooth/WiFi/SMS

Mobile Content Design - Bluetooth/WiFi/Web

Responsive Web Design - Web

Smart Phone Users

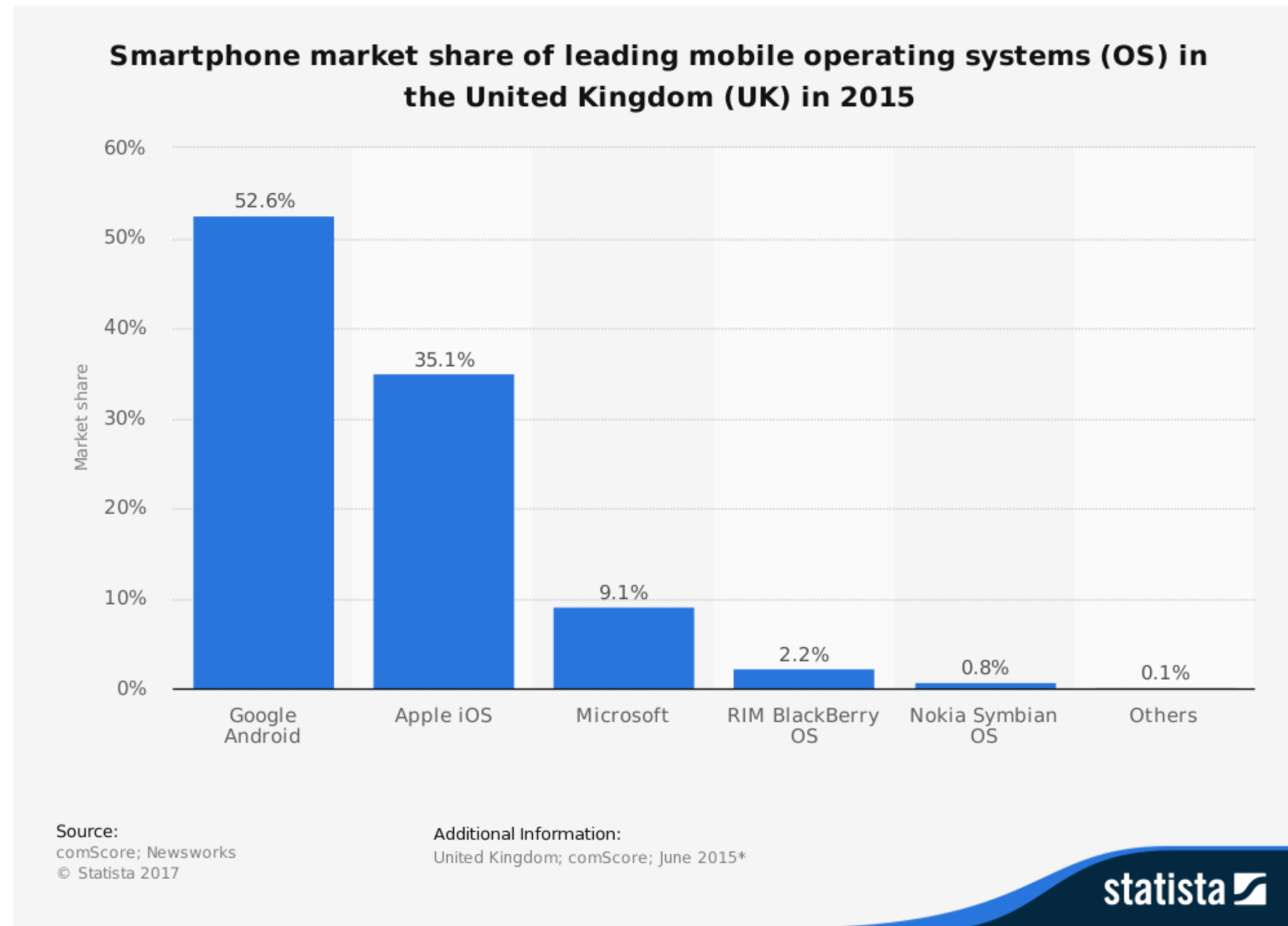
2011-2018



Mobile Growth

Smart Phone Market Share

2015





Mobile Growth

SMARTPHONES HELP ADVERTISERS CONNECT WITH CONSUMERS

Mobile ads are noticed by 89% of smartphone users, and 56% have performed a search on their smartphone after seeing an offline ad. Implication: Making mobile ads a part of an integrated marketing strategy can drive greater consumer engagement.



Mobile Growth

SMARTPHONES HAVE TRANSFORMED CONSUMER BEHAVIOUR

Smartphone users are multi-tasking their media with 82% using their phone while doing other things. Implication: Extending advertising strategies to include mobile and developing integrated cross-media campaigns can reach today's consumers more effectively.



Proximity Marketing Benefits

8 Benefits of Mobile Proximity Marketing

1. **Genuine Local Advertising:** Proximity-based means that consumers will be engaged through their mobile devices within a defined range (300 ft max. radius), so it is ideal for shopping centres, department stores, retail outlets and locations with pass-by-foot fall traffic.



Proximity Marketing Benefits

8 Benefits of Mobile Proximity Marketing

2. **Rich Digital Data:** Bluetooth/WiFi signal based messaging means that businesses can send rich mobile content to consumers, i.e. Vouchers, Coupons, and Graphics as well as create a WiFi hotspot for them to join that channels them to any specific website, webpage or form.



Proximity Marketing Benefits

8 Benefits of Mobile Proximity Marketing

3. Mobile Marketing Integration: Businesses can integrate their proximity campaigns with any existing campaign to include digital signage networks and/or kiosks in specific locations to enhance the sharing and distribution of mobile digital content advertising/coupons.



Proximity Marketing Benefits

8 Benefits of Mobile Proximity Marketing

4. **Review & Improve:** Retailers can measure all devices identified and messaged and record which ads or messages are being accepted or rejected by receivers. Data is kept for review and future use to improve advertising effectiveness.



Proximity Marketing Benefits

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5. Real Time Statistics: Unlike traditional advertising, proximity marketing is in real-time; retailers and businesses can manage and measure their campaigns immediately.



Proximity Marketing Benefits

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6. **Free to send & receive:** After the initial hardware purchase it is free. Businesses can avoid having to pay network costs to deliver their marketing messages and can simultaneously gather customer data that no one else can.



Proximity Marketing Benefits

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7. **Better Marketing Results:** Locations that enjoy 'consumer dwelling time' can show an increase in marketing - consumer penetration of up to 45%



Proximity Marketing Benefits

8 Benefits of Mobile Proximity Marketing

8. **Effective & Universal Digital Marketing:** It is effective by identifying and messaging thousands of phones in a matter of hours.



Conclusion

Implementing a BlueBroadcaster Proximity Marketing Network will increase awareness of your news and offers to both new and existing consumers.



Thank you