CLIQTAGS

Features and Benefits

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Engaging Mobile Campaign Sites

Customer Communication Today

Direct Mail

Magazines

Web Pages

Apps and SMS

Market Situation

- Your customers (current and potential) walk around with smartphones everywhere they go
- They can be reached with information via their phones anywhere
- Responsive full-featured sites are not focused enough
- Mobile marketing campaigns need to be to the point
- Mobile sites are considerably less expensive and quicker to deploy and modify than apps, that often require external help
- Printed media is static and expensive, and the market is generally moving from printed media to digital

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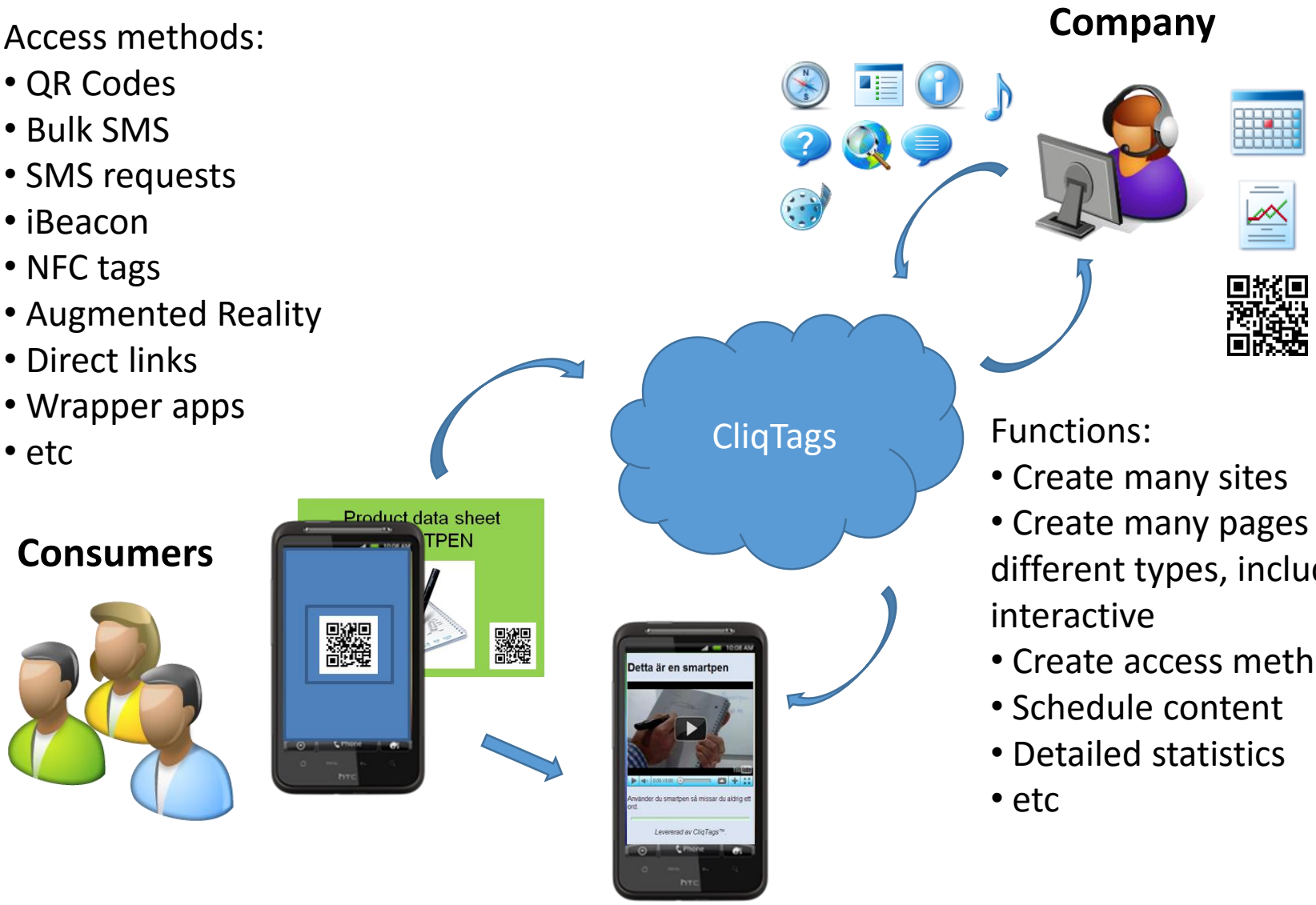
All-in-one Solution For Creating Mobile Sites, Campaigns, Surveys etc

Solution: CliqTags

Access methods:
- QR Codes
- Bulk SMS
- SMS requests
- iBeacon
- NFC tags
- Augmented Reality
- Direct links
- Wrapper apps
- etc



Functions:
- Create many sites
- Create many pages of different types, including interactive
- Create access methods
- Schedule content
- Detailed statistics
- etc

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Customer Benefits

Retail

- Publish campaigns, rebate coupons, contests, recipes, advice, installation and usage instructions, alternative and new products, comparisons, feedback forms and more
- Add pictures, videos, audio, colors etc to spice up the experience
- Set up scheduling so that different content is shown depending on time, relevant e.g. for campaigns, coupons and contests
- Print QR codes in magazines, newsletters, on posters, shelves etc, and convey information relevant for each location
- Place beacons or NFC tags in stores for intuitive access to context-specific information
- Send SMSs or e-mails to customers with the above information

Print

- Complement printed information with digital ditto, that expands and provides means for interaction and quick and easy feedback
- Create new revenue streams by selling digital content as a complement to printed ads
- Add multimedia and interactivity and that way modernize the printed material
- There’s nothing for the user to key in; they only need to read the printed QR code via their phone

Realty

- Market your company and objects via posters placed at houses for sale and in ads, where a QR code, NFC tag or beacon provides quick access to more information about the object, your company, who to contact etc, and means to show interest for the object
- Make it easier for potential buyers to contact you, and get a quicker sell by directly communicating with them when they are passing by the object of interest etc
- As the content can be changed over time without the QR code, NFC tag or beacon being affected, the realtor can easily present information about whether the house has been sold, current bids, number of interested etc, scheduling demos etc

Healthcare

- Provide information about medicines, procedures and equipment to decrease the risk of wrong medication and treatment, as well as instructions about use
- Provide information about use of equipment at hospitals as well as in homes
- Complement EAN/UPC Codes with QR codes on product packaging for more information, e.g. about side effects
- In situations where mobile phones are normally not allowed you can communicate via Wi-Fi, as effectively

Productivity

- Put QR codes, NFC tags or beacons on equipment, buildings, goods etc to convey information about those items, including instructions, who to contact, advice at failures, provide feedback on status for possible action etc
- Get a better understanding of the situation in warehouses, offices, construction sites etc, by accessing such information via mobile phones and tablets
- Increase security for employees by providing accurate and current information about responsible, equipment status, regulations etc.
- Enable status and action reporting

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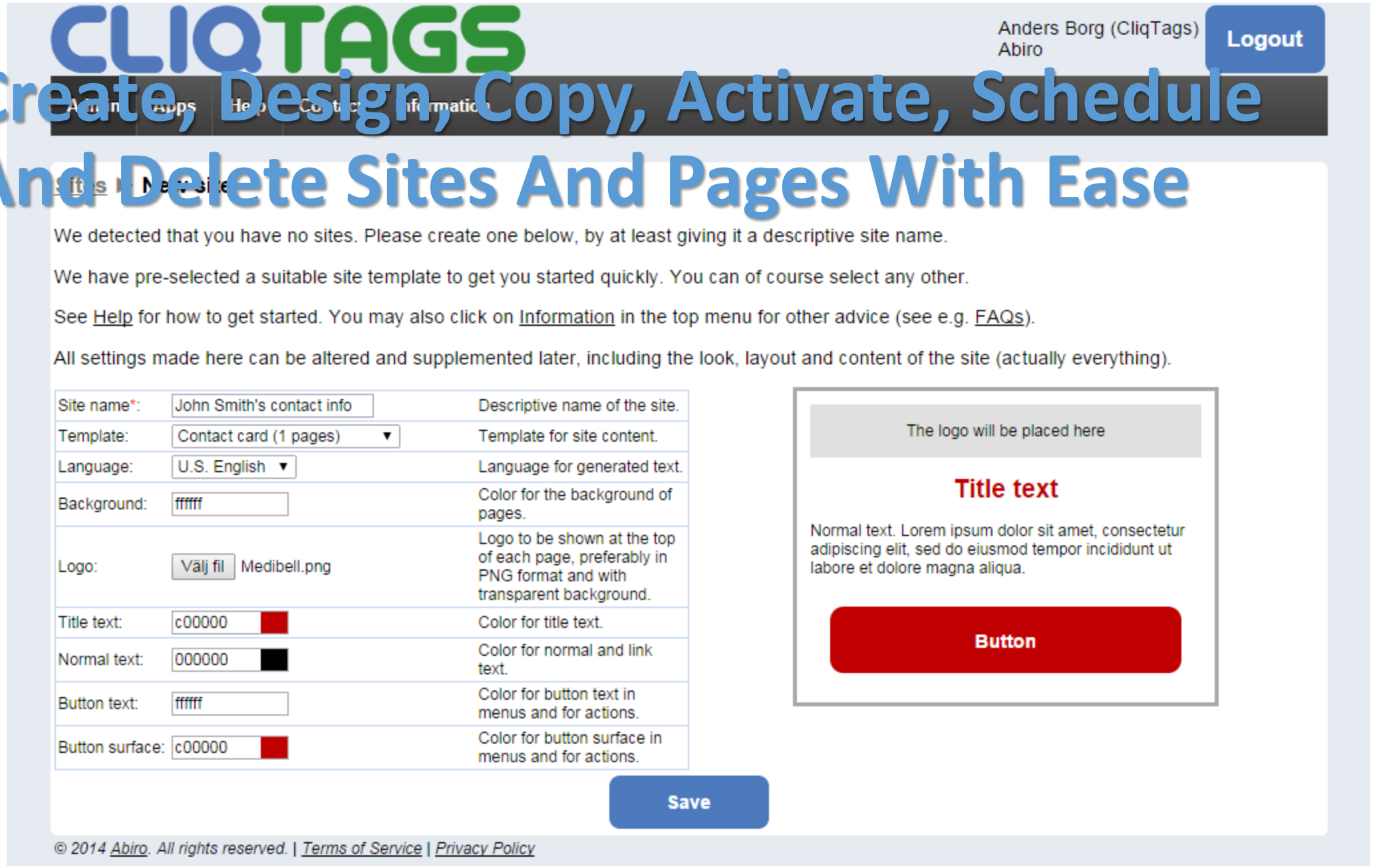
Features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Anders Borg (CliqTags)
Abiro
Logout
Create, Design, Copy, Activate, Schedule
And Delete Sites And Pages With Ease
We detected that you have no sites. Please create one below, by at least giving it a descriptive site name.
We have pre-selected a suitable site template to get you started quickly. You can of course select any other.
See Help for how to get started. You may also click on Information in the top menu for other advice (see e.g. FAQs).
All settings made here can be altered and supplemented later, including the look, layout and content of the site (actually everything).
Site name*: John Smith's contact info
Descriptive name of the site.
Template: Contact card (1 pages)
Template for site content.
Language: U.S. English
Language for generated text.
Background: ffffff
Color for the background of pages.
Logo: Välj fil Medibell.png
Logo to be shown at the top of each page, preferably in PNG format and with transparent background.
Title text: c00000
Color for title text.
Normal text: 000000
Color for normal and link text.
Button text: ffffff
Color for button text in menus and for actions.
Button surface: c00000
Color for button surface in menus and for actions.
Save
The logo will be placed here
Title text
Normal text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Button
© 2014 Abiro. All rights reserved. | Terms of Service | Privacy Policy

Create Multiple Sites As Easily As Multiple Pages

Choose From Many Smart Page Types For Interactive And Engaging Sites

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CliqTags Admin
CliqTags
Logout

Admin

Create, Publish And Follow Up Surveys

Sites ▶ Pages for site 'Example - Medibell' ▶ Edit page 'Name our mascot'

Attributes

Settings affecting the access to the page.

Name*:	Name our mascot Show: ☑
Parent:	none
Order:	50
Active:	☑
Scheduling:	☐

Content for page type 'Survey'

Survey form that you can populate with different types of fields.

Paragraph | Font Size | B I U | HTML

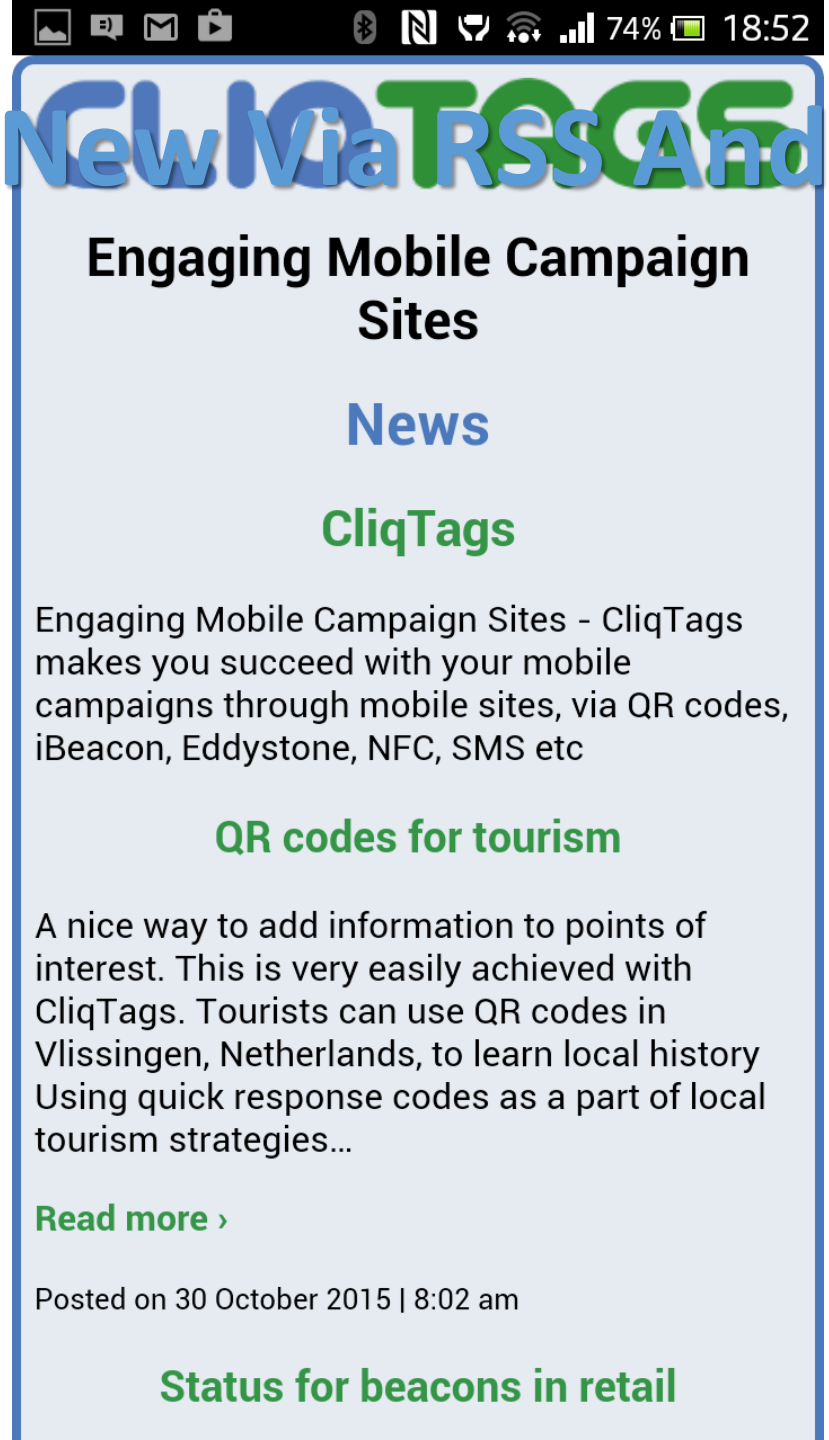
Path: p » img

1

Type	Req.	Pub.
Single-line text: My suggestion	☑	☑
Single-line text: Name	☑	☑
E-mail address: E-mail	☑	☐
Phone number: Mobile phone	☐	☐
Single-line text: Twitter	☐	☐

1

Show What's New Via RSS And Twitter Feeds



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CliqTags Admin
CliqTags

Logout

Admin | Funds | Profile | Help | Contact | Information

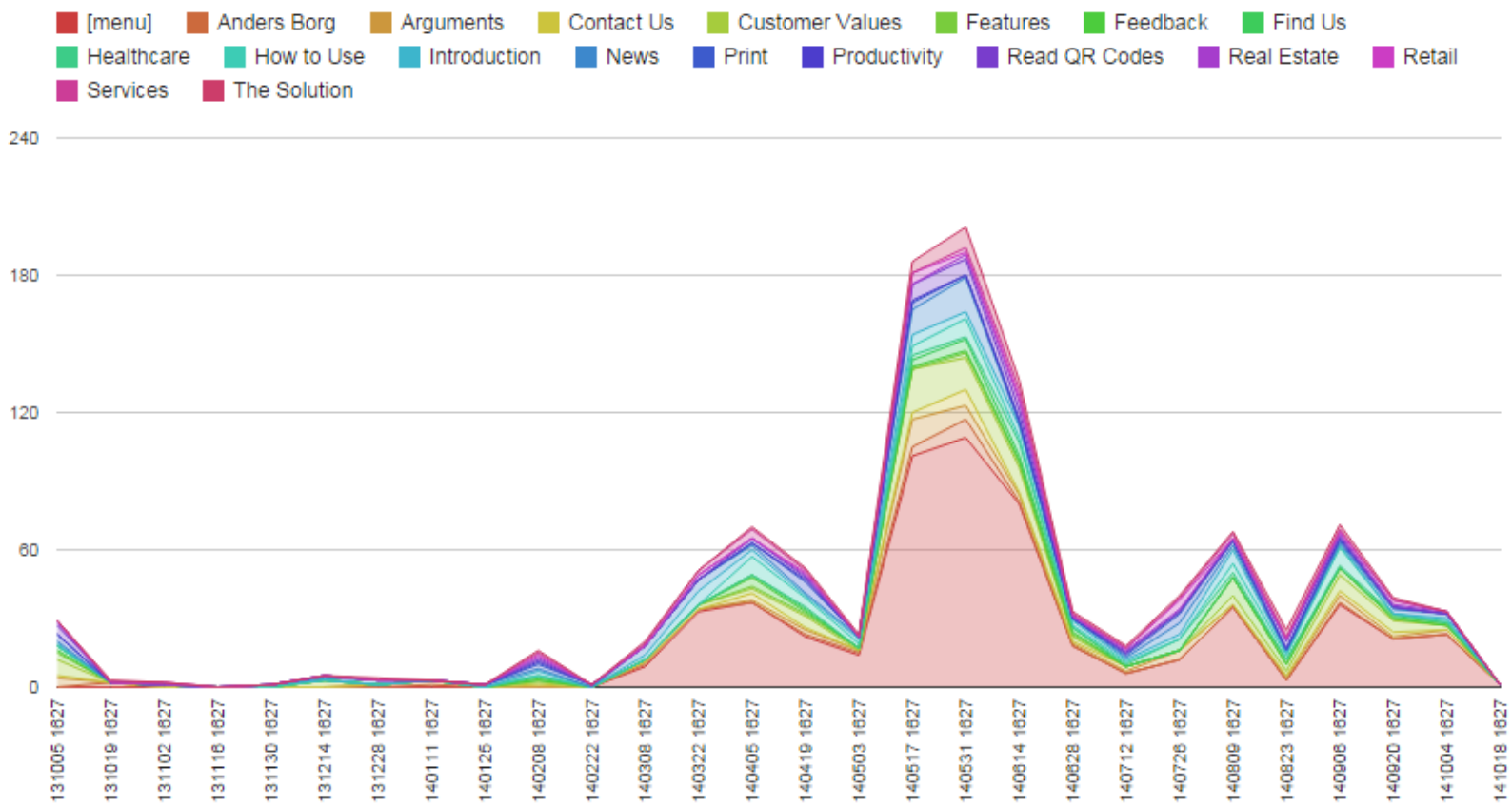
See Extensive Statistics For Modifications And Followups

Sites ▶ Statistics for site 'Information about CliqTags'

Type | Theme | Start | End | Interval

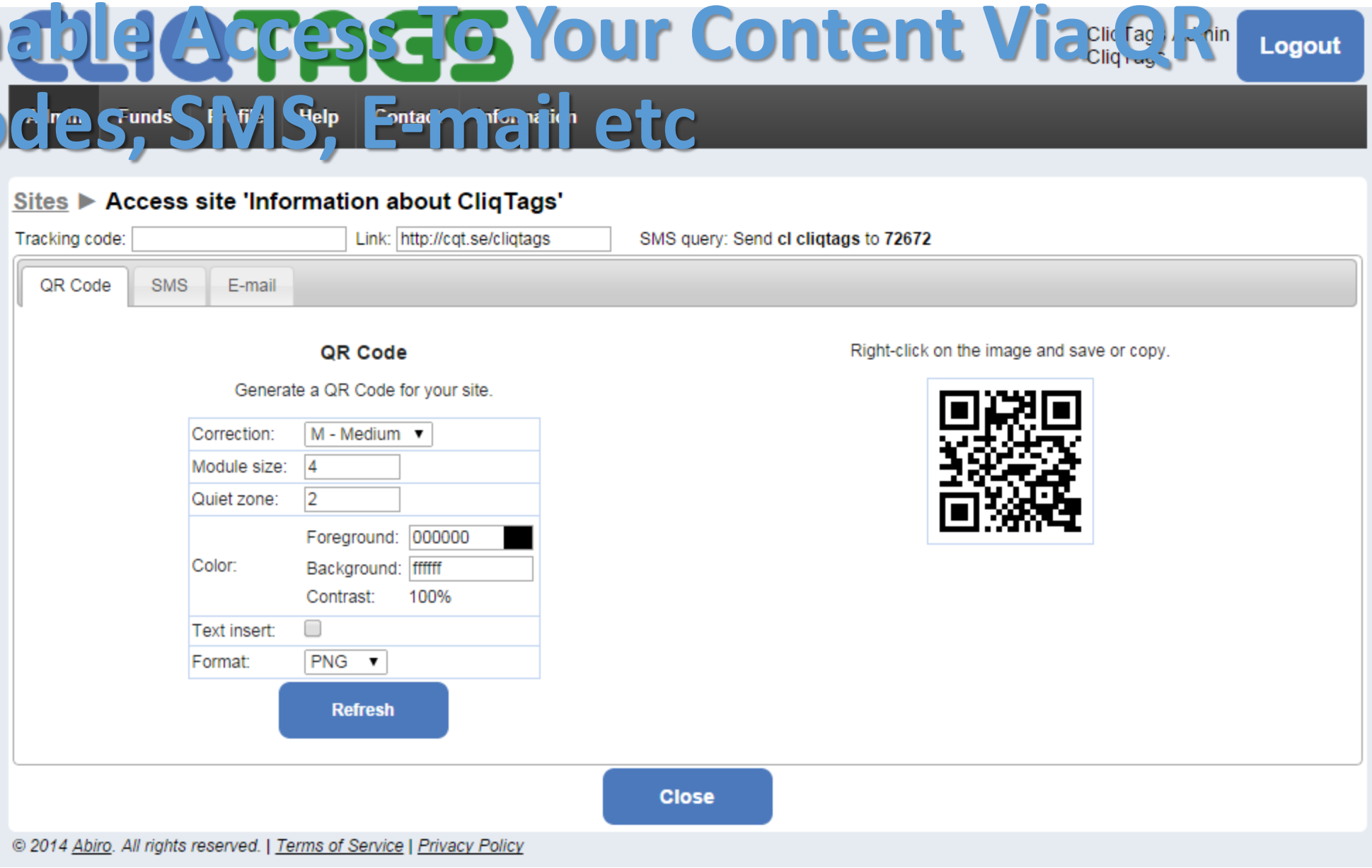
Stacked area | Spectrum | 2013-10-05 16:27 | 2014-10-05 16:27 | 2 weeks

Chart | List | Refresh | Download | Year | Month | Week | Day | Hours | Hour

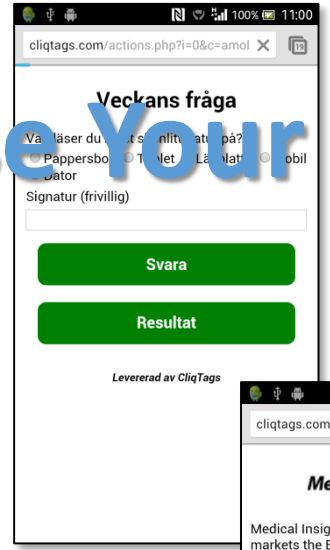


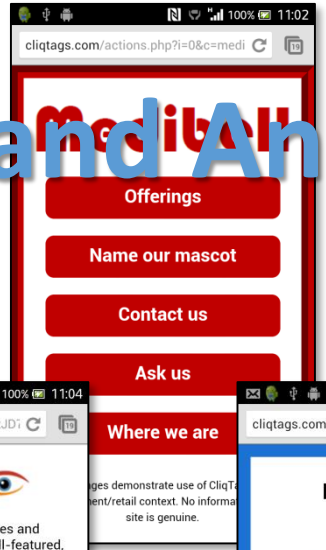
Close

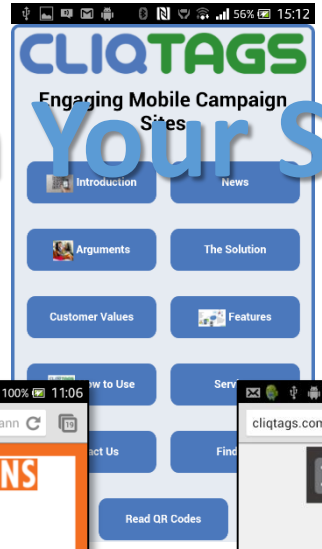
Enable Access To Your Content Via QR Codes, SMS, E-mail etc

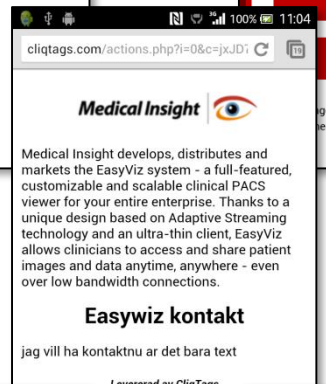


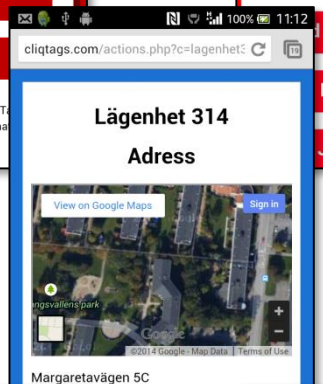
Use Your Brand And Design On Your Sites

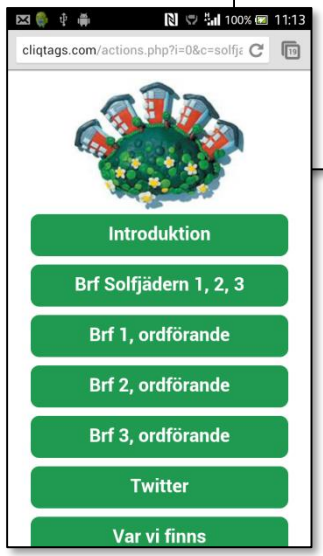


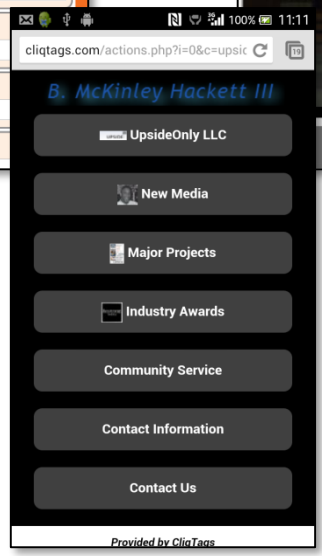




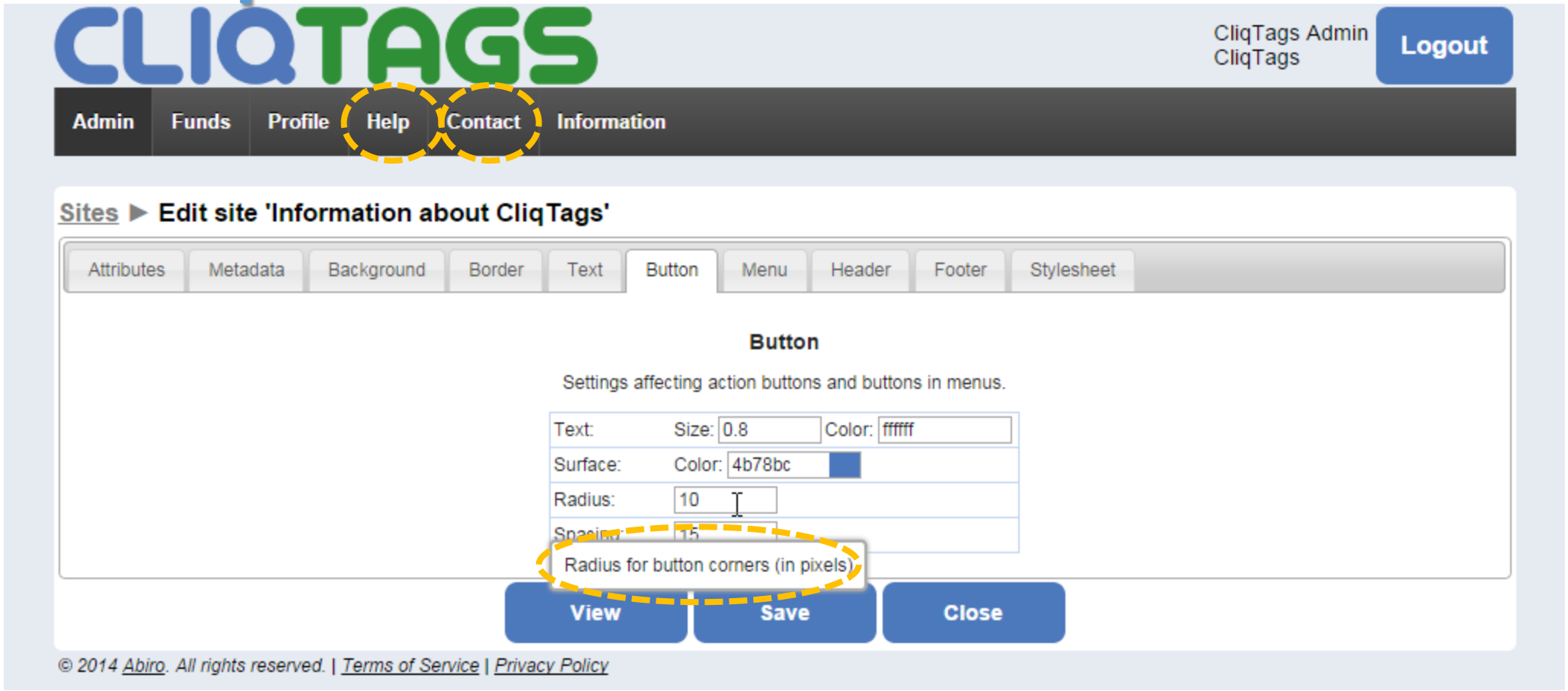








Get Help When And Where You Need It



Don’t Believe Us?

- Register today at http://cliqtags.com and see for yourself
  - Registration and a basic plan is free
  - If you need more, there are commercial plans as well

- Please contact us if you need help with strategy, design and content

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Thanks for Watching!

info@cliqtags.com

http://cliqtags.com