CLIQTAGS

Mobile marketing for retail

Your customers are mobile

Almost all your customers have a smartphone today. At the same time the user pattern to find and buy products is increasingly mobile and continuous.

For you as a retailer this means you need to reach your customers, and they need to reach you, via their phones.

Unsolicited information makes no one happy. On the other hand, if the information is targeted and offerings are relevant to the target group, it's a different story.

The solution

CliqTags is an Internet-based tool for creating and maintaining information for access from your customers' mobiles.

With CliqTags you give your customers access to your offerings via e.g. QR codes that they read off signs, magazine ads or on the Web. You can also use beacons inside the store to highlight context-relevant offerings etc. It's also possible to send SMS or e-mail messages to their phones, e.g. as part of a loyalty program.

Your customers are met by attractive, mobile-adapted and useful information.

Areas of use

- Coupons
- Campaign offerings
- Questionnaires
- Product pictures, maps/directions, instructions, videos etc
- Contests and sweepstakes
- Spontaneous information that cater to customers in that moment
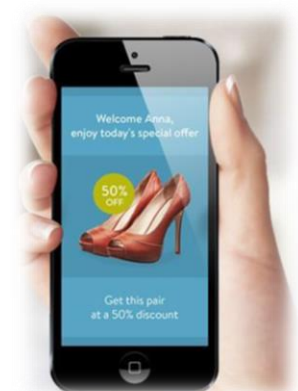
- etc

All-in-one

With CliqTags you don't have to worry about installations and configurations. All functions are included in the tool in the cloud, ready to be used and accessible from any PC or mobile device. The only thing you need to focus on is what you want to communicate and achieve, and how it's best conveyed.

This is how it's done

1. Add your offerings etc on your mobile site with the simple-to-use administration tool.
2. Decide how you want the customer to access the site. CliqTags creates a unique QR code for your site, but you can also use beacons, NFC tags, SMS, e-mail etc. You can also combine these freely.
3. Add pictures, videos, sounds, colors etc to make the customer experience exciting and active.
4. Possibly schedule the content so it varies over time. This is not the least suitable for campaigns, coupons and contests.
5. Place QR codes in printed media or online. Place beacons within your store at strategic places.
6. Create as many sites and pages as your subscription allows.

Register today!

Register for a free evaluation subscription today, or register for any of our commercial subscriptions, without risk. The commercial subscriptions have a free trial period.

If you need help with communication strategy, site design and structure, how to add and maintain content etc, please let us know.

Examples

Get in touch and we'll tell you more!
Visit cliqtags.com or e-mail info@cliqtags.com