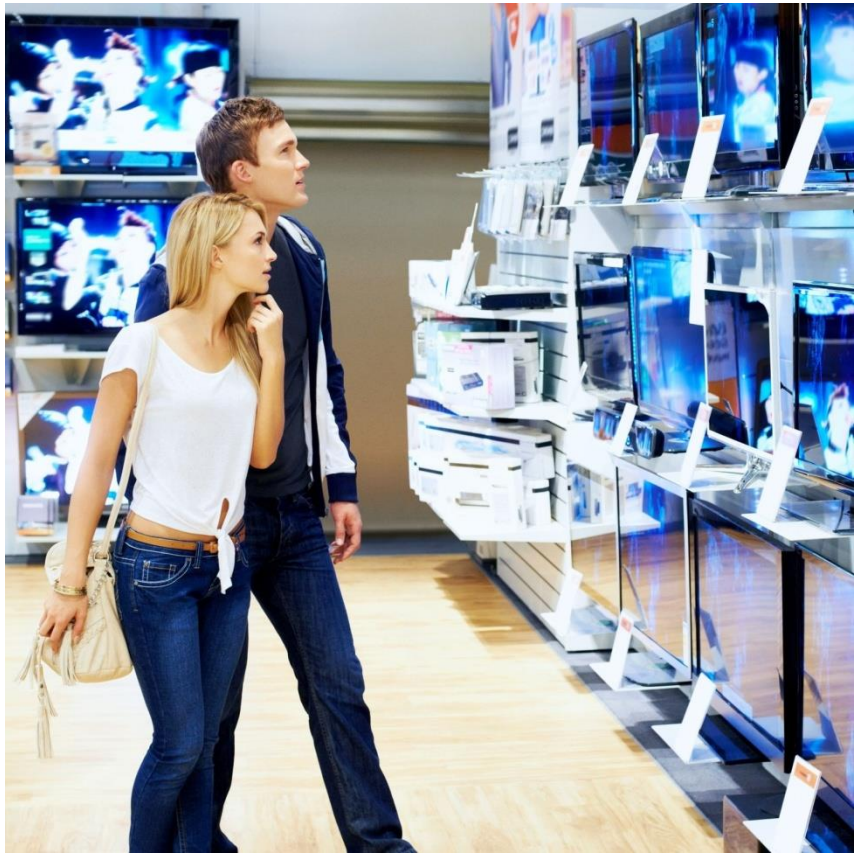
CLIQTAGS

Access Methods for Mobile Marketing

Why?

- Timely and context-specific content is of no use if users don't know how to access it

- CliqTags therefore supports a plethora of mobile-friendly access methods



What?

- CliqTags is a content management system optimized for quickly creating and managing mobile sites, for the purpose of context-based marketing and information
- Sites are accessed via a unique short link
- That being the case, almost any access method works
  - QR codes, Snapcodes, SMS requests, bulk SMS, bulk e-mail, NFC tags, beacons, geofencing, wrapper apps etc, in any combination

QR Codes

- Many recognize and know how to use them
- iOS and some Android phones support QR codes via the camera app
- They don’t add cost to printed work
- Important with a call-to-action message, so it’s clear what’s accessed via the QR code
- It’s possible to use different colors, overlay an icon etc, to spice them up a bit
- Free apps can be used, e.g. CliqTags QR Code Reader

Snapcodes

- Many younger people have the Snapchat app installed, and use it daily
- Scanning Snapcodes is supported by the Snapchat app for iOS and Android
- Snapcodes with URLs can be created via the app or (better) via https://scan.snapchat.com/
- Snapchat also scans standard QR codes with URLs

Bulk SMS and E-mail

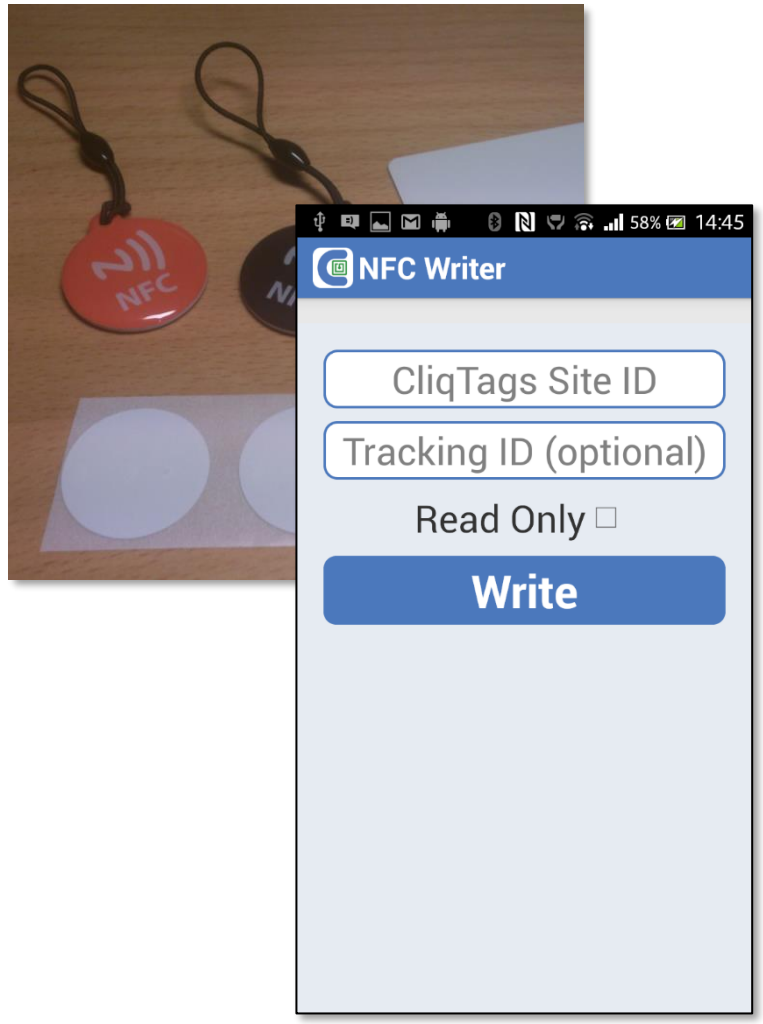
- Sent from within CliqTags per site or via CliqTags Messaging that provides more features
- Site name and link are automatically inserted, but also other information can be provided
- The same message can be sent to any number of destinations
- You top up funds for sending SMS

SMS Requests

- SMS is supported by all phones, so this is a good fallback method
- The user sends a keyword and a site ID to a short number
- The user gets an SMS containing the name of the site and a clickable link for easy access
- The received SMS remains as a reminder for later accesses
- This is set up on request

NFC Tags

- NFC tags are subtle, as they don’t have to be visible to work
- Also here a clear call-to-action message is needed
- More expensive to deploy than e.g. QR codes
  - yet sub $ in volume
- Native support in Android and iOS
  - iOS since version 14 and iPhone 7
- CliqTags NFC Writer makes creating CliqTags-compliant NFC tags very easy

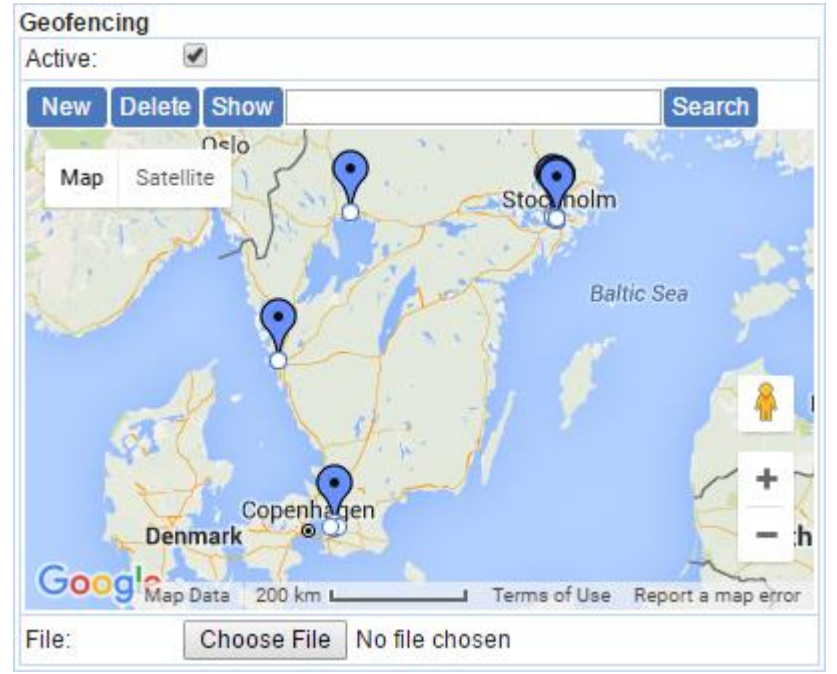


Beacons

- Bluetooth Smart/LE beacons signal place/ context in shops, museums, conference centers, airports etc
- iBeacon:
  - Communicates a unique ID
  - CliqTags Spotter associates IDs with content at CliqTags
- Eddystone:
  - Communicates a URL (Eddystone-URL)
  - Use Physical Web or similar app

Geofencing

- Smartphones use GPS, cell network or Wi-Fi to locate
- CliqTags Spotter utilizes that to determine in what geofencing zone the phone is and shows content if there's any for that location
- Multiple geofences can be set up per site, and they can overlap



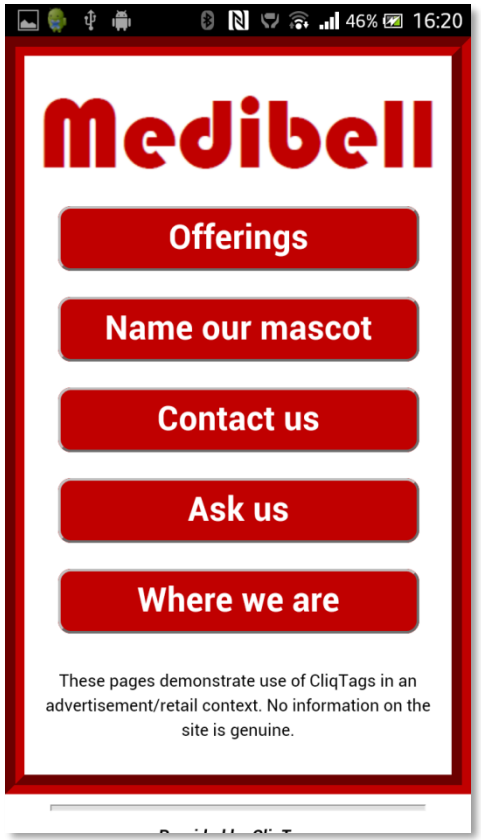
Facebook Page Tabs

- You can embed CliqTags sites on Facebook Pages as Tabs
- The principle is the same as for other Page Tabs, where the URL for the CliqTags site is given
- Works from PC or mobile

Digital Ads

- CliqTags sites can be accessed by clicking on ads on mobile sites or in apps
- The ad can stay the same, while the content is changing over time
- A tracking code can be added to tell where the access came from

Ad on a mobile page



Redirection

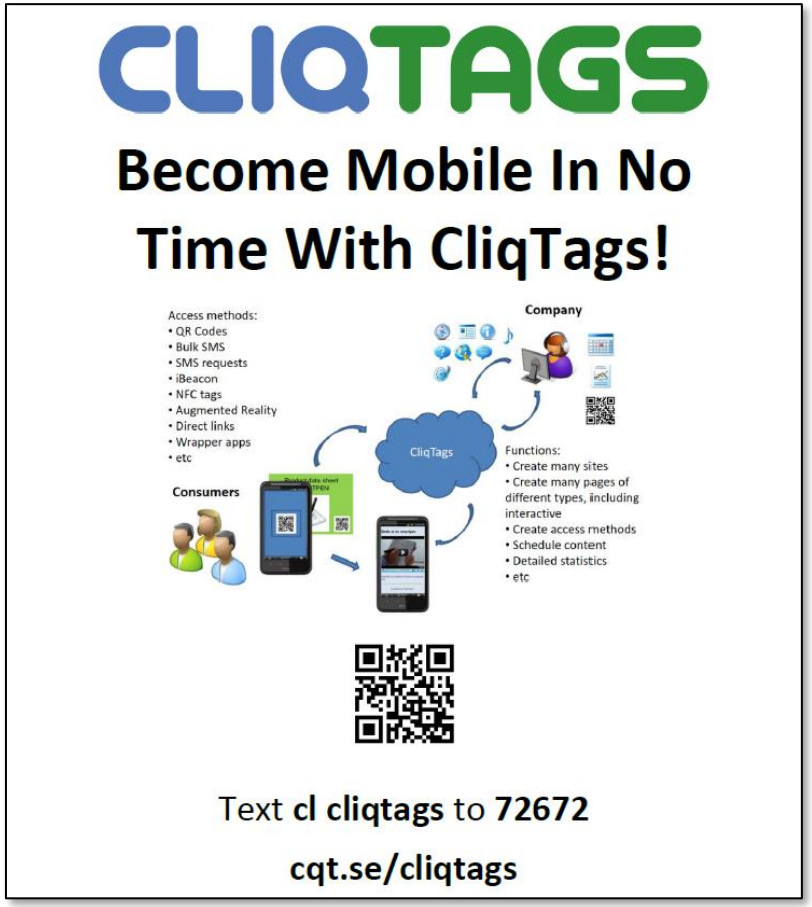
- Redirect from PC sites by testing for mobile devices
  - E.g. for Wordpress there's a plugin for this
- Alternative to responsive design
- Also makes the mobile site focused on information relevant for mobile use

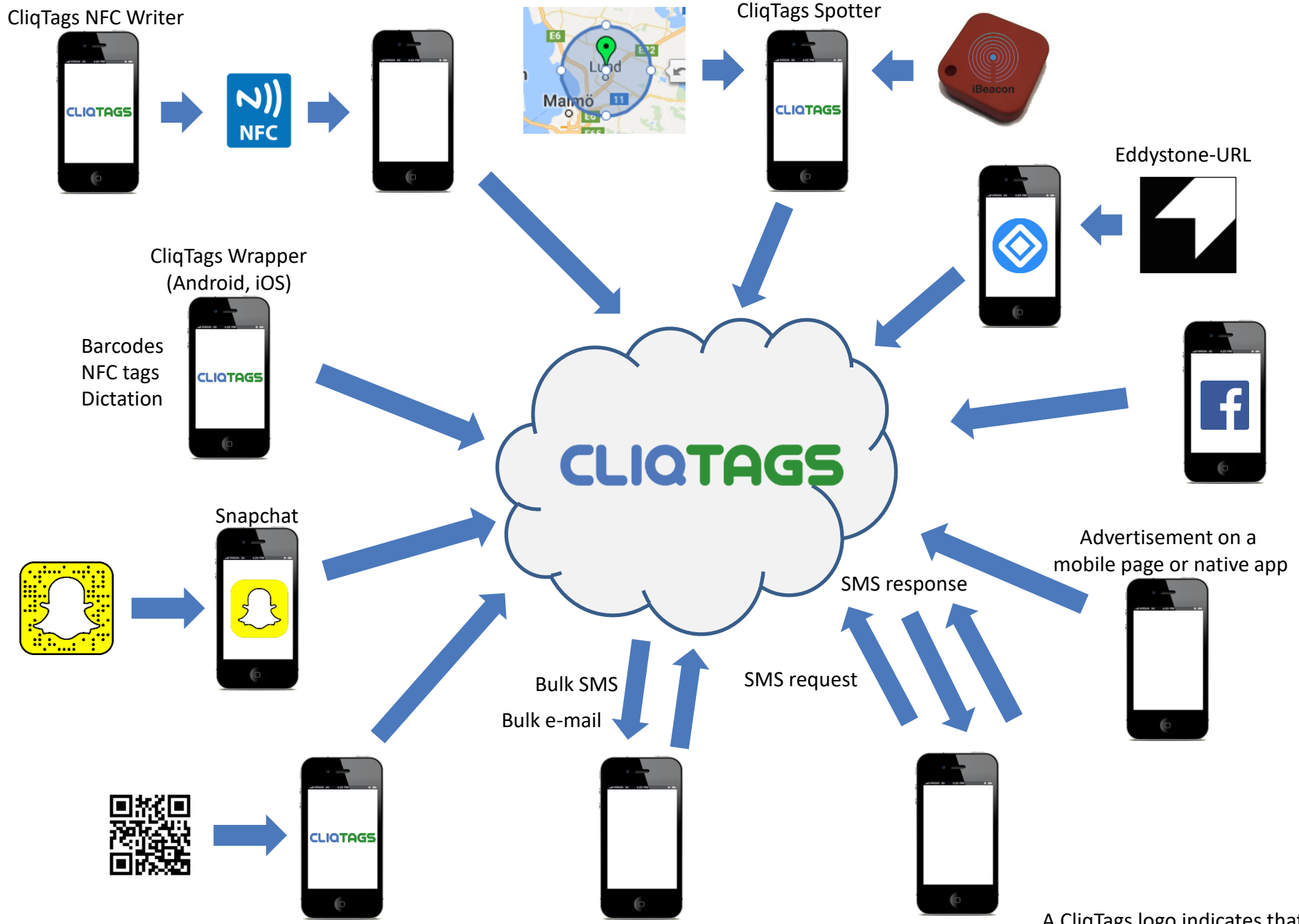
Wrapper Apps

- CliqTags sites can be wrapped in Android and iOS apps
- That way users experience the exact same installation and starting procedure as for any full app
- Management of the content is still the same as for any other access method
- Wrapper apps are provided per site
- They add scanning barcodes and NFC tags as well as dictation

Combinations

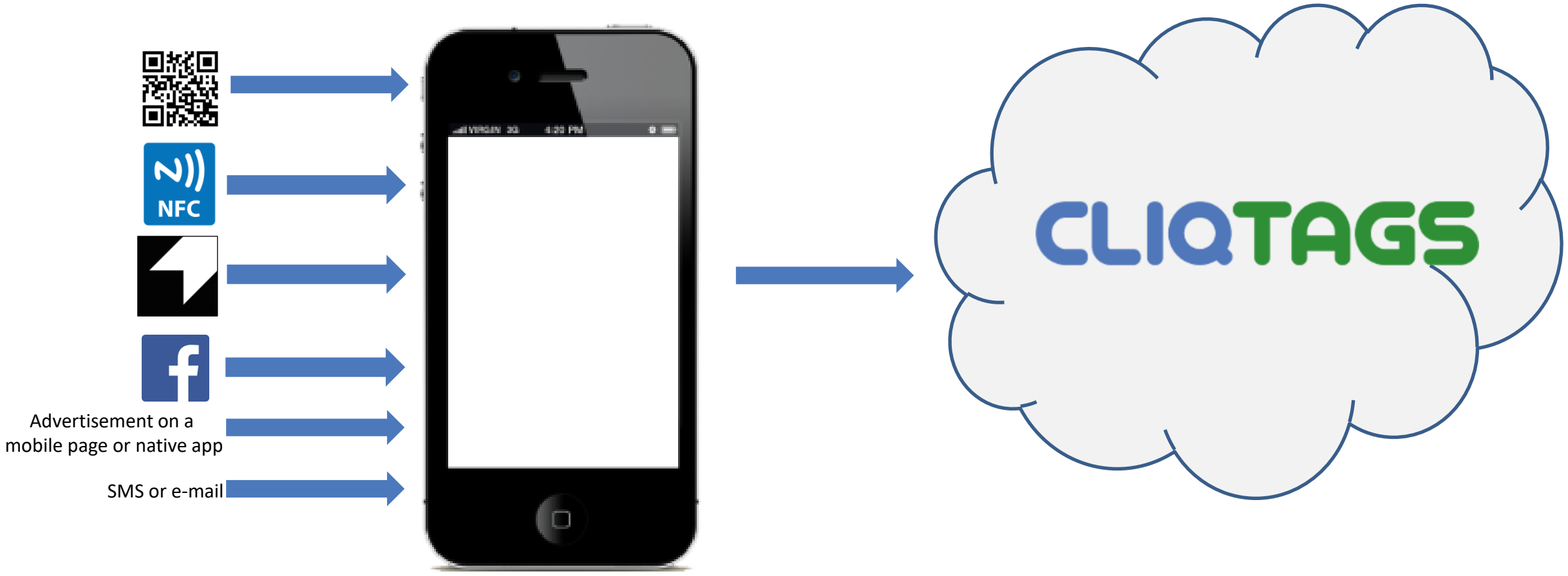
- E.g. in the same printed material you can use e.g. a QR code, an SMS request and a direct link
- That can be complemented with e.g. NFC tags and beacons, provided such can be added practically and economically





A CliqTags logo indicates that functionality is provided via a CliqTags-branded app

App-less access



App-less as in no custom app needs to be installed, but sometimes that only applies to iOS or Android; see the previous text about limitations