



How Car Dealers can use Bluetooth Proximity Marketing for much more than just talking

Vehicle dealerships looking for unique ways to promote their latest models and, at the same time, setting themselves apart from the competition now have an interesting method at their disposal – Bluetooth Proximity Marketing – using the mobile phone.

Already being used for much more than just talk, consumers have embraced the mobile phone, making it the most successful piece of portable consumer electronics ever.

Now, in addition to staying connected, taking pictures, playing games, and listening to music, consumers can use their mobile phone to help them shop for a new car.

Through some clever use of Bluetooth technology, vehicle dealerships can automatically send promotions, video brochures, and contact details straight to the mobile phones of customers as they walk near or into the showroom.

This is Bluetooth Proximity Marketing - the idea is quite unique.

A Bluetooth box (about the size of a DVD player) is set up in the showroom and it continuously scans for Bluetooth enabled mobile phones. When a customer steps into the showroom with a Bluetooth enabled mobile phone, the Bluetooth box can detect this and automatically send a prompt to the user, asking if they would like to receive a message from the dealership.

This could be a coupon with a 'special offer', details of add-on products, an e-business card with full contact details, even a video brochure of a new model. If the user agrees by pressing YES on their mobile phone, the information is sent immediately.

If the user declines, the Bluetooth box remembers this and won't ask the same user again in the future; nor will they be sent the same message twice.

So, aside from the novelty factor, what's in it for the car dealer?

Well, for one thing, it gives them a great opportunity to send customers their contact details, stored as a regular phone book entry in their mobile phones. Retailers all know that their customers will more than likely shop at many different locations before making a final decision, so it's very important that prospective purchasers have the dealer's full contact details handy when they are ready to buy. What better place to have that than in the buyer's own mobile phone. What's more, customers can easily pass along this "e-business card" via Bluetooth to their friends and family - the viral effect.

What's even more attention grabbing is a video of the latest new car model together with maybe details of a special financing offer? With a bit of creativity, the dealership can really use this technology to connect with their core customer base in a fun and personal way.

Consumers appreciate 'special offers' they can receive on their mobile phones, and also the convenience of having contact details right on their phones instead of having to keep track of business cards. Plus, they can always choose to opt out of this type of marketing entirely, just by clicking NO to the prompts.

And best of all, one of the biggest benefits of Bluetooth Proximity Marketing over other, more traditional forms of promotions, is cost. All transmissions occur over Bluetooth channels, and are therefore FREE.

Bluetooth Proximity Marketing has already been used very successfully in Europe, and companies in the UK are just starting to realise the potential of this innovative technology. More and more people are looking to their mobile phones to do everything from taking snapshots, playing music, even surfing the internet.

Now, they can shop for a new car as well.

Geoff Abbott
Business Development Director
SuiteX Ltd – www.suitex.co.uk
Tel: 0121 314 4567
Mobile: 07831 105309
Email: geoff@suitex.co.uk