

THE ESSENCE AND BENEFITS OF BLUETOOTH - MARKETING

The Bluetooth-marketing is a new and highly effective way to promote products and services. It has started develop in 2003, when the number of Bluetooth-enabled devices for people who are the end users fast increased. The basic principles of Bluetooth-marketing based on the Direct Marketing. Only the way to deliver information was change. The message delivers in every device which supports Bluetooth. This happens with hardware and special software.

Using Bluetooth technology allows organize safe and fast (up to 723 kb/s) delivery of various media content to users - not only text, but also animations, sounds, videos, etc. The recipient has the ability to refuse or to accept any communications in general and he can selectively take out transmission unit only those files that are interesting to him. Because of this, advertising channel isn't intrusive, like television commercials or SMS messages, but it involves the active participation of the user in the process, which allows being more selective and effective. Bluetooth-marketing is very easy to use. Transmitters installs on the territory of Bluetooth-zone, through which users can download mobile content.

Advantages of Bluetooth-marketing:

- direct contact with the target audience;
- interaction in the right place at the right time;
- free for consumers;
- rich communication (from the pictures to the JAVA-Games);
- interactive communication;
- "viral" marketing tool;

Information, which distributes by, must be value for the consumer. Participants of the Bluetooth - marketing promotion gets interesting content which designs specifically for this action. In other words, the brand, sending mobile entertainment content, gives positive emotions, and promotes their products and services. This makes Bluetooth-marketing comfortable marketing tool for the consumer.

There are several grounds on, which it's easy to identify the passing Bluetooth-share. First, advertising by Bluetooth supports by additional information materials. So, posters, billboards, flyers, from which the consumer becomes aware of what is happening, must be installs on the territory of action. Also, the information can be supplied with plasma screens, TV or radio. Sometimes, to make information more understandable and help participants, use a attract promoters, who will answer to all questions. Bluetooth-transmitters are often brightly decorated, for example, it may be a light-box, which is calling the turn Bluetooth on and take part in the action.

Among the scenarios of interaction with the consumer should be highlighted:

1) Flyers, discounts: (examples)

- «The second cup of coffee for free»;
- «Free enter with flyer»;

2) Image campaigns: (examples)

- Branded games;
- «Earn a discount by playing»;
- Get free content from the brand (Videos, ringtones, screensavers);

3) Quizzes and polls: (examples)

- «Take part in the raffle! Answer the questions»;
- «join to the action!»;
- «Check yourself!»;

4) Event-campaign: (examples)

- «Get a concert (festival) poster!»;
- «Download a ringtone right on your mobile!»;
- «Get Festival finalists Trailers!»;

To consider and implement a successful Bluetooth campaign enough to know who your customers are, and where they can be found. Contact with the target audience is most effective in the following areas: nightclubs, mall and office centers, cinemas, universities, fast food restraints, retail chains (supermarkets, shops), casinos, exhibitions, conferences, concert halls and stadiums.

Bluetooth - marketing is a new method of advertising in Ukraine, with which the Ukrainian producers can effectively manage advertising messages that the online form will take the customer, not to annoy him.