Mobile marketing made easy.

More than ever, consumers are using their Smartphones to learn about products, services and local businesses before they make a purchase. Tags are an easy way to market to this growing number of Smartphone users.

What are Tags and how do they work?

A Tag is a 2D barcode that links to an online destination when scanned with a Smartphone. Users can view this destination to find out more information about your business.
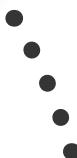
What are the benefits of including a Tag in my display ad?

- Promote to a growing number of mobile users.

- Engage with your customers. Special offers or coupons are a great enticer to get customers in your door.

- Get more value out of your print directory advertising by providing additional information.

- Easily connect customers to your other marketing pieces and build your brand.

- Provide up-to-date information at your Tags destination as you update your website, online coupon, contact info, etc.

- Best of all, Tags are FREE! There is no additional cost to place a Tag in your print directory display ad.
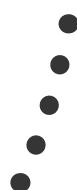
Where should my Tag link to?

Tags are most effective when they provide useful information to a customer that either educates them about your business or provides a special offer.

Below are examples for your Tag destination (shown at actual size):

Website or mobile site
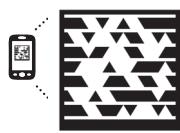
Scan code for website. Get free app at http://gettag.mobi

Digital business card
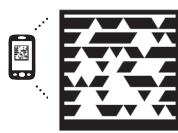
Scan for contact info. Get free app at http://gettag.mobi

YouTube video
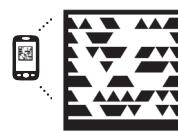
Scan code to view video. Get free app at http://gettag.mobi

Localsolution.com business profile
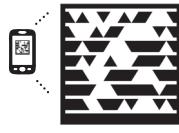
Scan code for more info. Get free app at http://gettag.mobi

Localsolution.com coupon
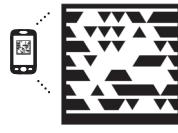
Scan code for a coupon. Get free app at http://gettag.mobi

If you would like to add a Tag to your print directory display ad, contact your Pinnacle Sales Executive today!