

Tap into the power of proximity marketing channel

5 BEACON MARKETING IDEAS

To use in the Mortgage Industry



Drive traffic at tradeshows and events

Team up with other vendors and add beacons to their booths. The beacon will promote special deals and encourage your clients to return to your booth to win a prize.



Provide an elevated meeting experience

Use beacon technology to send customized information, links, collateral and videos to the attendees.



Encourage customers to visit great businesses

Once your customers download your beacon-enabled mobile app, encourage them to visit local businesses to receive an in-store deal, arranged by you!



Identify the right people for the right training

Track your beacon users activities and interests. Use this data to target specific users about key training opportunities in locations nearby.



Enhance open houses with extra value

Provide key insights about a home, such as a remodeled kitchen with before/after photos, or showcase a recent addition.



WHAT IS BEACON TECHNOLOGY?

Beacons are small, wireless transmitters that use low-energy Bluetooth technology to send signals to enabled smart phones nearby.

The beacon repeatedly broadcasts an unique ID number that gets picked up by your smart phone and marks out an important place in your environment.

Your phone recognizes the unique ID number and once connected, the beacon will carry out whatever function it has been programmed to perform.

We provide some programming ideas here!

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