



Welcome to Digital Relay

We are very excited to bring you this first issue of *Digital Relay*, the latest addition to our DG3 eNewsletters. Every few months, we will cover interesting and newsworthy topics that explore emerging trends in digital marketing. Each issue will highlight new resources, tips and technologies to integrate into your communication strategy, as well as give access to the latest industry news about DG3. Our inaugural issue examines the engaging and interactive qualities of various mobile on-ramps, including QR codes and Near Field Communication. Enjoy and we look forward to your feedback and comments.

- Steve Kosovich, DG3, VP Digital Marketing

Mobile Engagement

One of the most innovative ways to engage and interact with consumers in a retail environment is to tap into the 700 million smartphones in use worldwide. Leveraging this resource with a mobile engagement strategy, Mandee, a fashion retailer, launched their first in-store digital coupon campaign and generated over \$400k in incremental sales in just three days. This increase in mobile engagement between company and consumer allows room for the ability to promote, attract, and retain relationships using QR Codes and Near Field Communication, as well as improve brand recognition and sales.

Companies are able to take the traditional brick-and-mortar shopping experience to a new level by customizing the appearance of the QR Codes and NFC targets on printed collateral, as well as providing exclusive content accessed via the mobile on ramp, such as coupons, contests, or additional product information. Companies can track user data for valuable information about how consumers interact with the content once the landing pages are accessed.

Near Field Communication

Near Field Communication is the newest trend in mobile on-ramp technology. The close-range mobile on-ramp gives businesses the ability to incorporate an interactive mobile element to their traditional printed materials such as posters, magazines, cards and signs. Mobile engagements have the added benefit of allowing companies to track and analyze these digital campaigns, and adjust them based on past performance.

NFC has the ability to not only improve the way consumers receive messages, but also to seamlessly and efficiently allow them to pay for goods using Tap & Go technology. This ability to pay for goods with a simple touch without needing to download a proprietary app is becoming a highly desired capability among consumers. It also gives companies the chance to engage with customers in eCommerce and digital couponing. The potential ways businesses can meet and exceed the expectations of consumers with NFC technology is limitless.

Reach Any Audience

With 50% of cell phone users owning a smartphone, and users expected to access more information from their mobile device than from home or office computers within the next two years, it's vital that companies start reaching their audiences on the mobile web. While mobile on-ramps such as QR Codes and NFC have gained traction with marketers for consumer brands, these technologies are still not widely implemented in communications for audiences such as business-to-business, pharmaceuticals or investor relations. It's important to choose an experienced partner you can trust for your mobile engagement, particularly in highly regulated industries where materials must be approved by government

In the News

[GoogleWallet now accepts multiple credit cards](#): NFC technology for smartphones revolutionizes retail payment options.

[QR Codes at the Olympics](#): QR code placement provides companies transparency about ingredients while providing consumers with easier access to nutritional information.

[mCommerce set to hit \\$119 billion by 2015](#): Companies need to invest in mobile, and fast.

[Amtrak accepting eTickets](#): Smartphones allow for electronic passes, reducing long ticket lines and misplaced tickets.

[Will iPhone 5 join the NFC movement?](#): Mobile payments are a natural outgrowth of the familiarity Apple has cultivated by accepting payments through the app store.

bodies like the FDA or SEC.

Mobile engagement campaigns reinforce a company's strategy to connect with its customers, investors, and other stakeholders more often and in more engaging ways by providing access to exclusive content, such as video or dedicated mobile landing pages. QR Codes or NFC tags can be incorporated into reports, brochures, catalogs, and direct mail pieces to create deeper levels of engagement by integrating audio, video, text, or e-business card information. The high user adoption rate of QR Codes has made them a popular and effective call-to-action.

About DG3 Digital Marketing

DG3 Digital Marketing, a business unit of DG3 Group, is a comprehensive provider of end-to-end web, mobile and social solutions. Utilizing a unique Target/Engage/Transact approach, we help our clients implement and execute marketing communication campaigns that reach more consumers using multiple mediums to create more interactions that ultimately drive more transactions. For more information visit www.dg3.com.

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