



Johnny Beacons
Bluetooth Proximity Marketing

INTRODUCING
BEACON
MARKETING



OVERVIEW

The best way to become familiar with beacons is to watch the overview direct from Google that will give you a basic overview of beacons and the physical web.



If you are viewing this on your computer, click on the image above to watch the video or go to YouTube and search for "Introduction to the Physical Web".

Introducing

Google

Nearby Notifications



Johnny Beacon Marketing



We help businesses set up Google Nearby Notifications by deploying Bluetooth Low Energy Beacons inside and outside of your business.

Depending on your package, your business will receive one to two physical beacons that will send a 40 character message to any Bluetooth enabled Android or iPhone* device within 100 feet of you business.

We also give you the option to purchase additional Bluetooth key-chain beacons to give to your employees that will broadcast your business to anyone within 100 feet of their key-chain.

** iPhones require the Physical Web App to be installed to receive Nearby Notifications*

PACKAGES



We have 3 different packages that include multiple features that are able to be tailored to your business's individual needs.

BEACON STARTER PACKAGE

\$99.99 SET UP
\$9.99 MONTHLY

Number of Beacons: 1

With the starter package we will provide one beacon for the inside of your business. Additional beacons are available for \$19.99 each and \$4.99 per month.

Since Google Nearby Notifications have to be routed to a secure https website, Johnny Beacons provides a secure redirect from your beacon(s) to your business website or social media pages.

BEACON STARTER PLUS PACKAGE

\$149.99 SET UP
\$19.99 MONTHLY

Number of Beacons: 2

Mobile Coupon Landing Page

The Mobile Coupon Landing Page is a custom designed landing page that creates a "Call To Action" with the use of a mobile coupon.

One Tap Mobile Coupon Redemption

Text Mobile Coupon Notification Feature

Text a mobile coupon to the customer's phone for future use as well as imports to a text messaging database.

E-Mail Coupon Notification Feature

Add to Homescreen App Like Functionality

Weekly Reporting On Mobile Coupon Redemption

BEACON PROFESSIONAL PACKAGE

\$299.99 SET UP
\$39.99 MONTHLY

All Features From Johnny Beacon Starter Plus Package Plus:

Share On Facebook Mobile Coupon Redemption

The feature is powerful. When your customer gets your notification for your mobile coupon, they must first share your business on Facebook in order to receive their mobile coupon.

Mobile Coupon For Referred Friends

The information they share on Facebook above is pre-written to offer a coupon to all of your customers friends to get them into your business.

E-mail Marketing List Building

Every time someone enters their information into your mobile coupon form they are automatically entered into your personal email marketing list.

Weekly Reports on Your Facebook Sharing Stats

Our system will automatically inform you how your Facebook Sharing Campaign is performing.

Mobile Coupon Website Integration

This feature allows you to integrate your mobile coupon feature on your website



ADVANCED BEACON PAGE DESIGN

AVAILABLE ON
PROFESSIONAL &
PREMIUM PACKAGES

Custom Designed Graphics

Each Beacon landing page comes with custom designed graphics tailored to your brand.

Text Message Delivery System

Each Beacon landing page can also be sent via text message.

Up to 5 Profile Fields

Profile fields allow you to have one touch expandable areas in the Beacon landing page featuring your services, about us, locations, etc.

Mobile Contact Form

Your customers can easily email you from your Beacon landing page.

One Tap V-Card Import

The feature allows your v-card to have one touch import to your customer's phone.

Facebook Timeline & Photo Gallery Integration

Update your Facebook and automatically update your Beacon landing page with your latest posts and photos.



Youtube Video Integration

Showcase as many videos as you want on your Beacon landing page.

Website Integration

We give you code that will allow your web visitors to receive your mobile business card directly from your website.

Professional Package Upgrade

\$399.99 SET UP

\$49.99 MONTHLY

Johnny Beacon's Viral Mobile Marketing System

This feature allows us to create viral referral marketing campaigns by allowing your customers or subscribers to promote your business for you. You can create an army of hungry fans willing or even begging to share your site to their friends for points that they can collect in order to unlock a free gift or mobile offer.

Two Tiered Mobile Coupon Delivery System

This feature offers a 2 tiered mobile coupon delivery system. The first mobile coupon is delivered via the system in the professional package above. However, they are then routed to a secondary thank you page with a more profound offer that is only redeemable via points that are earned by friends signing up for the first coupon. This system can literally turn 10 mobile coupons into 100 in a week.

Point Based Awards System

As mentioned above, our system will automatically assign each referral their own unique url that tracks their referrals and points.

Referral E-Mail Notifications

This feature automatically sends out emails based on activity. If someone signs up under someone's referral id, that person receives an email notification with an update on their current points and how many points they need to unlock their reward.

PRICING

ADDITIONAL HARDWARE

Additional Key Chain Beacons	\$19.99 each
Additional Beacons Per Month	\$4.99 per month

Call Ruben: 505-363-4106
email: ruben@johnnyboards.com
web: JohnnyBoards.com