



One Tap,
to happiness

Viatouch.

Digitizing Consumer Engagement

Near Field Communication Technology (NFC)

ViaTouch brings **Modular Communication** by digitizing
your Marketing & Inbound communication

What is ViaTouch

ViaTouch is a **NFC** based technology solution which makes your marketing and communication creatives come **ALIVE!** ViaTouch can make sure that any physical substance (e.g. a product or any printed material) can communicate physically with your target.



The Process



Okay! what all can come **Alive?**



not this guy for sure ;)

here's what all can come **ALIVE**

- Any marketing communication on digital print materials i.e. **banners, posters, brochures, flyers, standees, cards, table tents**, etc. You name it and you can easily make that communicate with your target users.
- Does your product have a **price-tag**? Yes! you can make that alive and communicative too.
- Any **handheld device(custom made)** and you want to share information based on peer to peer network. You got it. ViaTouch can make your custom device alive and communicative too.

what do we mean by **ALIVE**

In today's world, **marketers** find out numerous ways to **communicate their brand message and story** to their consumers. Mostly is done by content marketing.

However companies still have hundreds of **offline communication tool** to make **consumers reach out** to their digital content.

ViaTouch simply bridges a gap between your Offline and Online comm tools. It also pushes and **enables consumers to communicate** and finally reach out to your digital content.

YES! We're using **NFC technology** to make it so exciting for people



in Simple Words...



Meet **Hardik**

Hardik is a nice guy and he carries his phone always. He is just like others and a voracious digital content consumer



Smart **Poster**

One day he finds some superb deals on your smart poster. He smartly taps his phone as directed on the poster.

Voila!



Direct **Reach**

Wow! It seems you're smarter. Your content is now directly on his beloved device and he is reading it. Depends on your content, you can make him read something or acquire something or aware about something or even make him purchase something.



Okay! Now people tapped
on our Smart Poster. Great!
What Do They SEE?

Your Content can be of Different Verticals

SALES

Your landing page can simply make your target consumers purchase directly online. So if you have an online store, you can simply connect that marketing material smart poster linked with your individual product page. In case it's a service, your landing page can talk about your service with an introductory promo video and you can make people purchase your service right away.

MARKETING

Say you're doing a BTL activity or any digital campaign and your target is to collect leads. Our structured landing pages can help you to collect direct leads from the spot itself. Our automation technique will put collected leads filled up into your own Google Sheet to run your own Marketing Drip Campaign later on.

BRANDING

Let's say neither do you want to roll out any offers directly to your target user nor you want to generate leads. Maybe branding and storytelling is on your mind. Landing pages can be designed in such a way that your storytelling can be done in the most aesthetic manner keeping enough Call to Action for your further Marketing or Sales Campaign. Put Your Promo Videos for them to watch or say you want your Jingles to be downloaded. You can do whatever you want digitally, we swear.

who says **BTL activation** ROI is not measurable?

Gone are those days when you can't **measure your ROI** through your BTL activation. Through ViaTouch solutions you can literally make **reach of every dumb poster** or marketing creative measured accurately. here's how

1



Through increase in sales figure indeed, NFC technology creates an immediate impulse to tap which eventually makes your consumer to consume your content



2

We're going to provide you with exact report on when, who and from which material reached your content page. Also we'll enable report for in-page report with heat map and bounce rate

trust us, your digital marketing team will love to have this report as this will enable them to strategize further on your consumer buying behavior...

Isn't it
**FREAKING
AWESOME!**

Call our marketers today to connect your brand to communicate better
every business is unique, so are their placements. let's plan together an awesome campaign

Viatouch.

Digitizing Consumer Engagement