

The Physical Web

Description

We want to share with you what we know about the Physical Web – what it is, how your business will benefit from it and at what cost. As a digital technology business at the sharp end, it is important for us to advise on products and services available now and in the future that will benefit current and new customers. In 2006 we embraced the use of WordPress and continue to use it for client websites. WordPress is our favourite website design tool and the world’s most popular content management system (CMS). In 2010 we looked at goMobi but felt the mobile market wasn’t quite ready for it. With mobile use at it is, the vast range of mobile phones and network availability, we believe there is an important place for the goMobi platform alongside WordPress. Proximity Marketing has been around since then too but only now has it become possible to broadcast a less obtrusive message to passing mobiles phones without having to download an app. In 2016 the Eddystone Beacon breaks new ground in digital marketing and this complements our suite of digital services very nicely.

Category

1. Blog

Tags

1. Physical Web

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