



Changing the way the world sees retail

**SocialEyes - bringing together your digital
strategy with your in-store experience**

The system integrates seamlessly with Facebook, Twitter, YouTube, Flickr and any other web medium. SocialEyes will keep a consistent online and in-store message, engage your customer and keep them engaged in-store and back at home. SocialEyes is a system that varies in applications and configurations, and can easily be customised to suit an organisations application and purpose

What is it?

SocialEyes enables many marketing opportunities, ranging from external advertising revenue from suppliers, or creating interest in targeted demographics through advertising campaigns, effectively tying in-store campaigns with social media.

Interactive and positive purchasing outcomes in Retail can be influenced by friends (Facebook friends) of the user to provide 'how do I look' feedback which is unbiased and not influenced by sales staff.

The result is to engage the customer and influence purchasing decisions without leaving the store and coming back a second time, and perhaps most importantly, giving the customer a fantastic in-store experience".

How does it work?

Individuals or groups take photos of themselves in a reflective digital mirror, and customers can easily post the image to your stores Facebook page (or other social media/web sites). All images are branded to your store, allowing friends of the customer to see exactly where they have shopped, and your brand, instantly!

Customers can then share their photo with friends to receive live feedback, which in turn drives them to your Facebook page, and this interactivity creates a virtual experience for the customer, while they are in-store.

With the average Facebook user having 130 friends and growing, the viral nature of this allows your brand to be delivered further and faster, in real time.



Join the digital revolution



QR Code is a special barcode that customers can interact with by taking a picture of it using their smartphones. QR codes allows an interactive means of providing customers with promotions or drive web traffic. Download a QR Code App and try it out...