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# Bluetooth Advertising For All Vehicles

Taxi companies can achieve tremendous results said Ad-Pods, the digital promotion company, they have conducted research recently into which SME sectors will positively gain from using Bluetooth Advertising as part of their ongoing marketing, one of the industries that consistently stood out was the Taxi industry, for those of you still not aware of the quiet revolution taking place in cost effective advertising, we are talking about Ad-pods who are the Worlds No 1 Bluetooth Advertising company on the internet, they are responsible for the ad-pod mini Bluetooth marketing system that is being shipped worldwide to SME's keen to interact with the ever growing mobile generation.

Taxi firms within the Private Hire sector really see a big difference when they use the ad-pod mini proximity advertising device for their marketing said one of ad-pods development managers. Private hire taxi firms have traditionally used the same type of advertising for many years , the problem is this type of advertising is no longer producing the same results they have been used to in the past. They cannot understand why advertising costs are increasing yet people booking their taxis are decreasing, ad-pods said that many of the Taxi companies they had consulted with were just not aware of how productive this new form of marketing could be for them.

A taxi business by using the ad-pod mini could potentially increase the amount of bookings they receive by using Bluetooth Marketing to its maximum effect. Teignbridge Taxis in Devon are one of the companies that saw tremendous results, by using the ad-pod system they had days when up to 200 people a day were downloading their video advert and automatically saved their taxi telephone number into the recipients mobile phone. These are amazing figures, this type of result can easily be achieved by firms operating in large Cities. It's equivalent to employing large teams of people that hand out flyers but without the additional costs of paying their wages. It's a perfect solution for companies that wish to reduce costs but keep productivity at the same level or even higher.

This is a system that literally does everything we have tried to achieve in the past, it does it automatically and you only pay for it once. It delivers the taxi's telephone number straight into people's mobile phones,

"A machine that puts the taxi's telephone number into people's mobile phones" It's quite a statement but in increasing numbers throughout the UK the taxi fraternity are realizing just how true a statement this actually is! [youtube:QfB8trfFqvE;[http://www.ad-pods.com:Click here to visit ad-pods website];http://www.youtube.com/watch?v=QfB8trfFqvE&feature=related]

If you want more information on [Bluetooth Marketing](#) for your business vehicles visit the website [www.ad-pods.com](http://www.ad-pods.com)

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