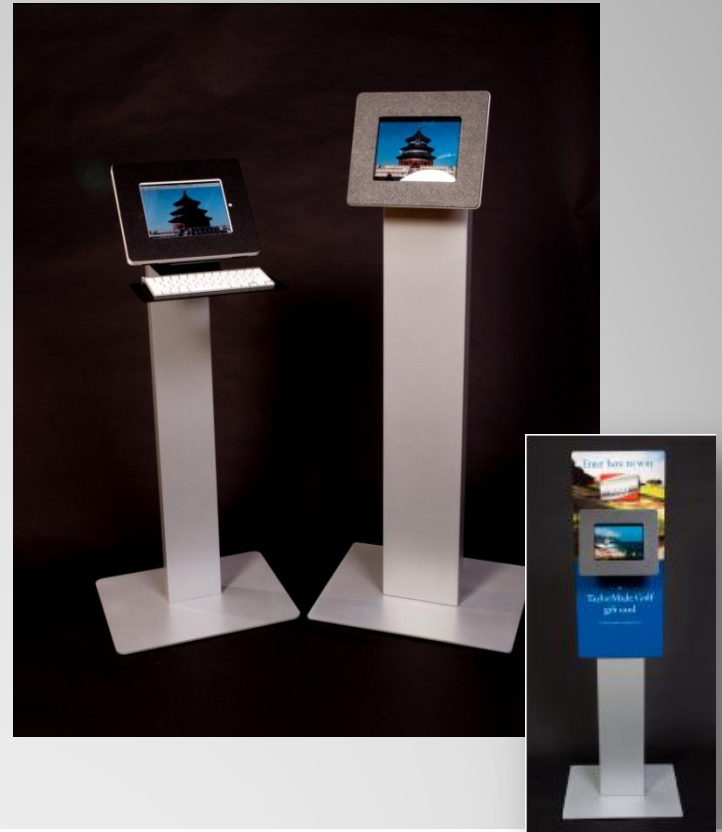




5 Ways an iPad Kiosk Can Improve Profits (...and Your Brand)!

Investing in a custom informational kiosk can be an expensive endeavor. The average **starting** cost of a secure, touch screen kiosk is \$2,500 - \$3,500 depending upon functionality. But the advent of the iPad has changed this marketplace. For a minimal investment, you can secure your iPad in a kiosk framework, run your informational app, and track user data and more for a fraction of the custom kiosk price.

Here are 5 ways an iPad kiosk can help your business grow...



1. Build Your Customer Base

Increase your brand following and exposure to increase your customer base and therefore profits with an iPad kiosk at your place of business.

- **Social media interaction via an iPad kiosk:** Customers or potential customers can “Like” you on facebook, Tweet about your product or services at the point-of-sale. The same goes for the multitude of differing social media outlets.
- **Contests:** “Register Here to Win” – Add signage to your iPad kiosk and use it to collect data for marketing purposes to increase customer base.
- **Trade shows:** Increase customer base via an iPad kiosk with interactive applications or data collection for future marketing campaigns

2. Use Innovative Technology

It seems most people are enamored with the iPad and want to get their hands on one! Make it easy with an iPad kiosk at your establishment.

- **Be in the "NOW"; Be in the "WOW":** Make a lasting impression on your customers with an iPad kiosk and they'll be back for more consequently increasing profits!
- **Lightweight and portable:** Position your iPad kiosk in strategic and consistent locations in your store. This will allow your technology to get the sale for you growing profits.

3. Engage your customer

Create customer interaction and greater brand awareness and to boost profits via an iPad kiosk.

- **Loyalty Rewards:** Implement loyalty rewards programs to bring in repeat business
- **Trivia:** Add fun, informational or educational material using an iPad kiosk
- **Connect:** “Things to See and Do” – add signage to your iPad kiosk for added attraction to your kiosk and application pointing potential customers to your products or services generating sales

4. GO GREEN!

Reduce paper waste and do the right thing!

- **Marketing Material** : Marketing brochures, electronic coupons, electronic mail campaigns – create or purchase an off-the-shelf application for your iPad kiosk for marketing campaigns to heighten interest, create sales – all while saving the planet
- **Applications:** Employment, Credit, Patient Check-in – these can be done electronically on your iPad kiosks eliminating excess waste, reducing paper and print costs, and escalating profits

5. Expedite Customer Service

Reduce customer wait times and see profits soar!

- **POS System:** “Order Here, Pay Here!”, “Skip the lines and the wait”, Retail or Restaurant. Put an iPad kiosk in place - shrink wait times to improve sales and cultivate profits.
- **Showcase Your Product:** Display inventory, Not-in-Stock items, Product Lookup by item number or description, Shop all inventory in one place

Creating an iPad kiosk program for your brand can be a powerful and inexpensive way to engage the marketplace. The implementation is simple, affordable and the impact on your company can be substantial.

Look for our next ePaper coming your way soon...

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