

Pokemon Go suggests 3 important Insight on sales and marketing

Not just a virtual reality game, Pokmemon Go also reveals a lot of interesting things about how to connect and interact with users, while signaling a new trend that is on the rise, that is is the Internet of Things concept, also known as the Connection of Things.

Pokemon Go is currently a virtual reality game that is "storming" on many social networks and almost in all countries of the world. Millions of people "go out" to catch Pokemon with their smartphones and strive to become the "masters" of hunting.

Compared to other titles, Pokemon Go is not a normal game. Because, this game is the perfect combination of the famous Pokemon brand, virtual reality technology (AR) and gameplay in real time. Players can search, "move" pokemon to a place to catch them at real locations like cafes, gyms and even offices. At the same time, Pokemon Go also surprised us by many new forms of connection and interaction created with a strong impact on the way of life, communication and shopping of gamers.

See more:

1. **7 ways to help businesses make money from Pokemon Go**
2. **How Pokémon Go earns money - Pokémon Go's business model**
3. **7 valuable marketing lessons that Pokemon Go "teaches" to marketers**

In this article, author Gregg Schwartz - director of sales and marketing at Strategic & Marketing (Connecticut-based company specializing in supporting technology companies, startups, small and medium enterprises to create sales leads and promote sales activities) argued that Pokemon Go is not only a cultural phenomenon but also suggests a lot of fascinating insight about sales and marketing strategies for businesses.

1. The victory of SoLoMo

In marketing, although **SoLoMo** (Social Local Mobile) is a popular term used in recent years, it must be said that since Pokemon Go appeared, SoLoMo is really illustrated in the most complete way. .



Pokemon Go is a combination of social networking with local marketing strategies (small businesses see big benefits in sales through increased customer base from Pokemon Go games) and **mobile** . The appearance of this game has made it possible for people to interact in the real world and social networks at the same time in many new ways.

So what does this mean for your sales strategy? Look for ways **to integrate real life interaction with social marketing**. If you own a store with a specific sales location, you can try a few ways to increase the number of visitors, create check-in points and connect with customers both in real and online.

2. New architecture for marketing

Pokemon Go is the first virtual reality game to attract the attention of millions (even, billions) of people around the world. At the same time, it can become a model for completely new methods of interacting with customers and creating new communities, both online and in real life. For example, brands can develop their own virtual reality games, collaborate with other AR game developers, buy ads or propose IAP packages (in-app purchases) through via virtual interactive games of other companies.

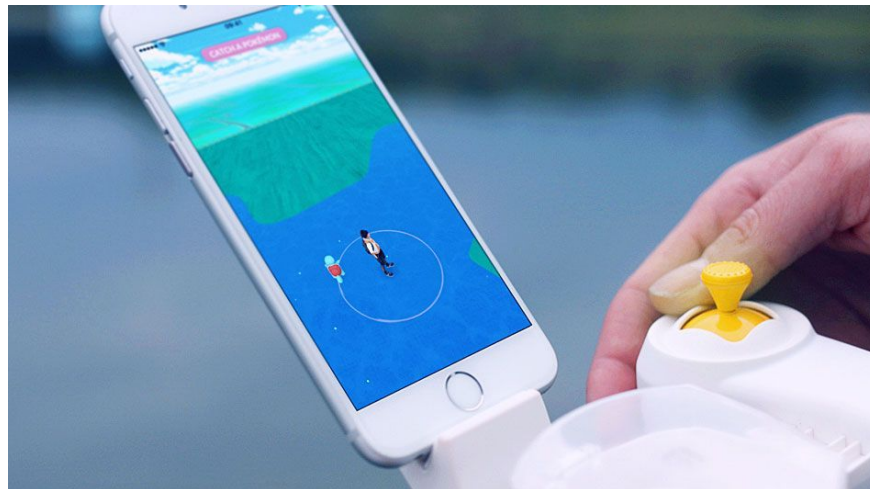


Just like businesses can buy ads on Facebook, perhaps sooner or later we can buy ads right in Pokemon Go game or create Pokemon characters under the sponsorship or branding of Other companies, or even create more ways to save on the cost of interacting with customers through this game.

In addition, there are many other possibilities emerging for how to communicate and interact with users in this new virtual interactive space. Pokemon Go is interesting in part because it evokes many new ways of consumer behavior and brands need to be ready to change in accordance with the development of technology.

3. Change the boundaries between "online" and real life

Pokemon Go is not a game on "smart phones" and is not a game that takes place "in real life". On the contrary, it is a combination of typical traits of both genres.



This is really interesting and interesting, because, the explosion of Pokemon Go is part of a wider trend towards the new era of **Internet of Things (IoT)** - "Everything connected". Cheap digital sensor technology (a technology used to create Pokemon Go) will transform the way people interact with mobile devices, with real life objects and with no Physical space in ways we never imagined.

Pokemon Go may be the first virtual reality game and because IoT technology is becoming more sophisticated and widespread, its success after a night seems to be a sign that communication platforms are and interaction with new users has appeared abruptly in many incredible forms. Applications for this sensor technology will become so wide and varied that different technologies with a big breakthrough or completely new communication platforms will emerge after just one night.

Even if you do not know what Pokemon is, this is still an exciting time for everyone who is working in the field of sales and marketing. Pokemon Go is a sign of the convergence of technology on the rise between mobile technology and real-life interaction, while opening up many great suggestions for marketers to exploit.

Obviously, the boundary between "online" and real life is gradually being erased by the growth of IoT technology. At the same time, this also promotes real innovation and creativity both in sales and marketing strategies in businesses.

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