



Hardlink's new features go down a tweet...

Another newsletter, another set of major enhancements to HardLink and some more amazing statistics!

To start off with if you're reading this newsletter, don't have a HardLink account and are wondering just what on earth this is all about then we have got some great news for you! You can now sign up for a 6 week free trial period and try out all the HardLink functionality immediately. Check out the story in this edition of the newsletter for details on how to get your free trial account.

We dramatically extended HardLink's integration with Twitter this month – you can now use your own Twitter account to tweet out whenever someone interacts with one of your HardLink Mobile Tags or Short URLs. You also get to control the exact content of the tweets so you can easily leverage Twitter's global reach as part of your real-to-virtual campaign.

In the market we've seen Microsoft Tag surpass 5 billion printed Tags since their launch in 2009 and some really impressive mobile video growth. IDC forecasts the Smartphone market to increase by 50% this year which is great news for those that have or are planning a mobile engagement strategy. For those that aren't considering mobile engagement, well, you probably wouldn't be reading this, would you?!

HardLink gets intimate with Twitter

We've been tweeting out Snaps on public HardLink items for a while now but everything was tweeted to our HardLink timeline under the @HardLinkLive Twitter account. You've always been able to control whether a specific Campaign Item's Snaps would be tweeted but that was about all you could do as far as customising how HardLink talked to Twitter. Well, now all that's changed!

Read the article at <http://hltag.IT/5R>

Sign up for a free HardLink trial

We're delighted to announce that getting a HardLink account is now easier and quicker than ever. We've just released our self-signup service and, what's more, we're offering 6 week free trials to all new accounts. So, getting started with HardLink is easy and free – a pretty good combination we think!

Read the article at <http://hltag.IT/5Q>

Microsoft Tag's Crazy Growth

Microsoft has just announced a few amazing facts around usage of their excellent Mobile Tag offering, Microsoft Tag.

Read the article at <http://hltag.IT/53>

Mobile video viewing soars 40%; Smartphone market to grow 50% this year.

Video and interactive content repeatedly proves itself as the key differentiator in the mobile experience space. The significant increase (40% year on year) of consumers watching video on their mobile devices shown in a Nielsen survey further reinforces our position that your real-to-virtual strategy really should contain video assets if at all possible.

Read the article at <http://hltag.IT/51>