

DID YOU KNOW?

- More than **130 billion text messages** are sent/received every month in the U.S.
- **38 years old** is the average age of a text message user.
- **89% of all text messages** are read.

Don't overlook this powerful way to reach customers!

MOBILE MARKETING: An effective way to GET YOUR BRAND MOVING!



Add Mobile to your existing marketing mix for maximum results. When customers see your ad, message, call-to-action... they can reply and get information back on their cell phone in seconds.

Use Mobile Marketing to:

- Customize SMS/text message campaigns to interact with customers.
- Provide information on demand to attract new customers.
- Deliver content, promos, reminders, and more—directly to subscribers.
- Engage text recipients with contests, games, voting and limited time offers.
- Deliver real-time updates and information.

- Collect direct subscriber feedback

You can add Mobile Marketing as an overlay to just about anything you do. It's easy:

CREATE

Produce a Mobile Marketing campaign in minutes. Launch the campaign and reach thousands.

CONNECT

Engage your customers anytime, anywhere, through interactive campaigns and messaging.

MOBILIZE

Communicate to customers via text messaging. Promote... advertise...move people to action!

PUT MOBILE MARKETING TO WORK FOR YOU:

- Mobile alerts
- Mobile coupons
- Voting/polling
- Corporate marketing
- Fundraising
- Information-on-demand
- Contests and promotions
- Sweepstakes and Text-2-Win
- Mobile fan clubs
- Subscription text alerts
- Mobile keywords
- Auto-responders, and much more

MOBILE MARKETING PACKAGES

You may be surprised at how inexpensive it can be to add Mobile to your marketing mix. The sample packages below give you an idea of what you can expect to get for your investment.

Retail Pricing	\$125/mo	\$315/mo	\$625/mo	\$750/mo
Campaigns	4	10	20	25
Message Bundle	800	2500	5500	8750
Msgs per campaign	200	250	275	350
Blasts	✓	✓	✓	✓
Info on Demand	✓	✓	✓	✓
Voting/Polling	✓	✓	✓	✓
Auto-Responders	✓	✓	✓	✓

FREE incoming messages (messages sent from users to the campaign and system). Messages sent from the system to user are bundled with each campaign. Overages at \$0.06 / per message.

- Works with all major wireless providers.
- NO long-term commitments.
- Create new campaigns on-demand.
- Web admin provides 24/7 access to campaigns and reports.
- New accounts set up quickly and easily.

Ready to get started with Mobile Marketing? Contact us for demo details and more information now!

ONE IN FIVE U.S. ADULT CONSUMERS NOW USE MOBILE COMMERCE

- A new survey reveals that approximately **one in five** U.S. adult mobile phone owners have used their cell phone for mobile commerce (m-commerce) in the past month.
- Across all categories of transaction types, most respondents considered m-commerce to be "secure and trustworthy."

—Source: U.S. Mobile Consumer Briefing (May 2010) Released by Mobile Marketing Association & Luth Research