



## Mobile Marketing - Summary

With over a decade in the industry our mobile team have the ability to provide outstanding mobile marketing and advertising solutions delivered with proven technology.

We make a strong distinction between pushing messages to opted in users (marketing) and providing promotional messages on mobile sites and messages (advertising).

Either chose from our suite of products and services currently used in the market, or we can work with you to develop a tailored solution to meet your business requirement.

### SMS and MMS Direct Marketing with Campaign Manager

Utilising Campaign Manager, you can push out direct sms (text) and MMS (picture or video) to opted in participants. We provide detailed management and reporting tools via a web console allowing you to track the real time progress of your campaigns including delivery receipts and whether or not users clicked the link in the text message.



### Interactive Marketing

By integrating our voting and polling, competition and info request engines we help brands and agencies create compelling and effective marketing campaigns and interactivity via mobile messaging. By leveraging traditional marketing and media channels with a mobile call to action, brands can generate immediate and one-to-one audience interactivity.

### MVoucher

By incorporating our MVoucher service to any marketing campaign you can also deliver advanced bar code messages for customers to redeem in store, ticketing, rewards or for customers to redeem in store.

### MobiSite (Mobile website) Advertising

On your Mobisite we serve adverts (banners) to people browsing your site and report back to you about the performance of various adverts. These reports are based on impressions, click-through and unique visitors. In addition we provide you with tools that track the visitors to your Mobisite.

To drive large volumes of traffic to your Mobisite we can also integrate your banner or a custom designed Mobi-page in carrier portals such as Vodafone Live.

Breathe Communications, our web development agency can also scope, design and build your Mobisite from scratch.



## Mobile Marketing - Summary (cont)

### SMS and MMS Advertising – MAD Mobile

In contrast to SMS and MMS direct marketing, we can provide a more subtle approach to building brand awareness in the mobile channel by including SMS and MMS content in messages sent to customers in response to a request from them (reply path).

The marketing messages may be about your own brand in the reply path of the services you are running, or you may wish to on sell your "reply path" to other advertisers. These messages could link to a website, deliver an MVoucher, or may be brand awareness in the form of smart imagery or content such as video.

Some mobile operators such as Vodafone and other large brands allow us to access their service messages (top ups, balances etc) to allow your brand to communicate with their client base. With our extensive customer base we can assist in brokering you access to reply path advertising in a suitable service.

### Branded Content Delivery via Mobile Content Engine

Delivering branded content such as video, images, music, games, advertisements, and vouchers for physical merchandise will extend your brand to a one to one relationship with consumers. Utilising our Mobile Content Engine will allow you to deliver branded content to your user base.

### User Generated Content via SMS and MMS to Studio

Using our SMS and MMS to Studio products, content created by consumers can be sent to a short code as part

of interactive mobile marketing campaigns and deliver this content to websites, outdoor screens and even television.

### Social Networking

Using our text message subscription engine or advertising in peer-to-peer communications from high volume social networking sites a strong brand presence can be created within community group.

### Mobile Tagging/QR Codes

Mobile tagging involves placing specialised 2 dimensional codes (QR codes) in publications, websites, outdoor, or just about anywhere and having consumers simply scan them by taking a photo with their mobile device. This will then connect them directly to mobile content. They give easy access to a range of things like web pages, promo details, special offers, maps, e-cards and much more.

