



MARKETING ADVISORY GROUP, INC.

"Your Direct Marketing Boutique"

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Mobile Response Network Text Messaging, Postal And Email Strategy

What it is...

- A 145 character plain text message:
 - No SPAM filters to worry about (yet), so your message will be seen
 - Very little clutter, people are not getting overloaded with texts
 - Grammar can be bypassed to fit more of the message in
- Messages sent through a 5 to 6 digit short code
 - SMTP vs. Short Code (SMPT = Spam)
- Texts are sent out through carrier networks (AT&T, Verizon, etc):
 - All messages are approved by each carrier
- There are over 61 million records available in the MRN database:
 - All 61 million records have a matching email address
 - Over 43 million records have a matching postal address
- Ability to run multi-channel campaigns:
 - Run an email/postal/SMS campaign to increase response and brand awareness on each

What Separates the Mobile Response Network From Other Marketing Media?

- Mobile Response Network goes where your prospect is.
It is the only media that allow marketers to reach prospects where ever they are --- at the moment of ad broadcast.
- This is because cell phones are the one device that nearly all Americans have within a few feet of them – *at all times*.
- This presents marketers with the ability to target consumers at home – *and on the road*.
- Mobile phones are very personal devices and mobile users are highly engaged with its content.
- Mobile advertising penetration hits one in three users with high recall statistics, especially among text message users.

Value Proposition For Mobile Marketing

- Increases brand awareness and sales:
 - Instant Coupons
 - Announce Promo, Event or Special
 - Announce New Product
 - Invite to Visit Retail Location
- Increases opt-in database:
 - Drive Traffic to Website or WAP-site (Wireless Application Protocol)
 - Register for Give-Away
- Customers become involved in brand:
 - Voting
 - Interacting through Submissions
 - Downloads for Mobile Phones
- Going direct to consumer lets recipients develop a personal relationship with the brand.

Benefits of Using the Mobile Response Network Database

- Over 61 millions US consumers available
- Guaranteed deliverability
- 100% Spam-Free – All messages are sent in accordance with regulations set by the Mobile Marketing Association
- Mobile users can be targeted by geography as well as hundreds of lifestyle and demographic selections
- Easy unsubscribe mechanism
- Response modeling available and customer list creation
- Facilitation of message approval with carriers
- Initial testing, deployment of message and tracking report
- Secure, personalized vanity code of your brand for replies
- Piggy-back email html message
- Postal / Email / Text Messaging Multi-Channel Strategy

Example: Subway

- Goal of Campaign
 - Reach Consumers During Lunch Time

A customer SMS/Mobile list based on the specific audience that Subway identified as their prime lunchtime consumer in designated geographic areas. Recipients were pushed to present a coupon code in retail locations. The test was found to be more cost effective than other forms of advertising and will be incorporated to their national advertising campaigns.

