

MOBILE
RESPONSE
NETWORK

Marketing Advisory Group



The Next Level
Of Multi-Channel Marketing

Is Here...

Mobile Response Network

Text Messaging, Postal And Email Strategy

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What can we do with SMS?

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 (SMTP = 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

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Why Mobile Response Network?

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 messaging users.

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How Are Companies Using Mobile Marketing?

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
 - ✓ 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.

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Benefits Of Using MAG for the Mobile Response Network

Mobile Response Network Database

- Over 61 million 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 custom 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

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Large Restaurant Chain

Example: Subway

- **Goal of Campaign:**
 - ✓ Reach Consumers During Lunch Time
- **How this client was helped to achieve this goal:**
 - ✓ A custom SMS/Mobile list was created 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.
- **Results:**
 - ✓ Subway was looking for a unique method of advertising to reaching potential customers. Their end goal was to increase their lunch sales with a trackable coupon. The test was found to be more cost effective than other forms of advertising and will be incorporated to their national advertising campaigns.



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Small Local Business

Example: L.A. School of Gymnastics

- **Goal of Campaign:**
 - ✓ Increase sign-ups
- **How this client was helped to achieve this goal:**
 - ✓ Multiple messages were sent out to the client's target audiences (parents of younger children) over a period of five months. SMS is a great way to target people on the go, and L.A. parents fall directly into this category.
- **Results:**
 - ✓ The client has been extremely happy with the results and excited to try out a new advertising medium. They have experience a great increase in traffic to their website, foot traffic to their locations, calls to inquire more, and most importantly increase sign-ups.



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Thank You

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