



Mobile Marketing Solutions

“The message is the same, the medium has changed.”

(800) 796-3683 – www.cpcom.com

Mobile Overview

Mobile phones today are now an extension to the body. We check for three things when we leave the house; keys, wallet or purse, & our phones. Mobile phones are now one of the most intimate devices we own today. Have you ever lost your phone or left it at home? How did you re-act or what did you do? Exactly my point! Here are a few key stats to know about the mobile landscape...

- 93% of US population owns a mobile phone & that's over 260 MILLION subscribers.
- Mobile Phones outnumber TV's, PC's, & internet users to give you an idea.
- The average American carries their mobile phone for 16 hours per day.
- Smart phones currently take up 33% of the market share but are expected to take over by 2012 replacing all featured phones.
- Today's consumer wants information now and we can easily access it anywhere at anytime.

"Today's consumer will interact & engage to their favorite brands and companies from their mobile device than they will with their PC's."

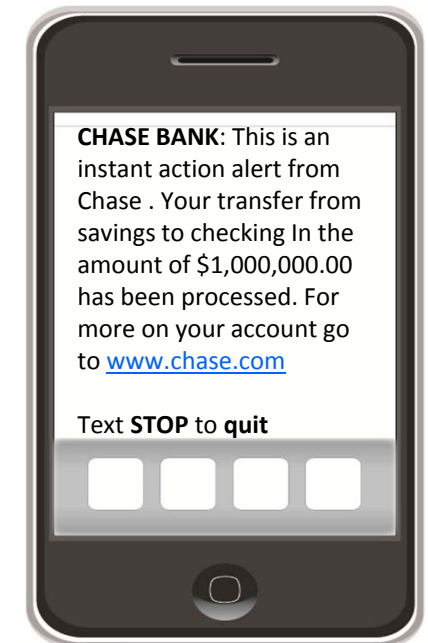


Why Mobile Messaging? (Text/SMS)

Who said texting is for kids? Did you know the average American up to age 45 sends more texts each month than they call? Since the hit show American Idol introduced text messaging in a way never seen before (voting) to the world it has since then grown like WILDFIRE. We now have to consider this channel as a direct way to communicate with our audience & to keep an open dialog with them, especially if they are asking us to. Here's why...

- Text messaging is the fastest growing communication channel in history with 2 BILLION sent daily in the US & 7 TRILLION predicted for 2011. There are more texts delivered than calls & emails.
- 100% of mobile phones are text capable & over 85% are subscribed to a text service. This stat is growing as unlimited messaging is now the norm on wireless plans.
- SMS currently holds a 95% READ RATE with 90% opened within 15 minutes of delivery.
- Text messaging is targeted marketing as it is consumer initiated. We personalize our phones with what we want on them & who we want to hear from.

“Communicate with customers the way they do with each other.”



Industry Buzz...

“Mobile Marketing to surpass online marketing in a matter of years.”

Eric Schmidt – Google CEO 2009

“Mobile to have more target ability than TV, radio, or online marketing.”

Alex Barza – Apple 2010

“Mobile Marketing is the most powerful advertising medium on the planet.”

New York Times – 2009

“Mobile Marketing is growing steadily and is set to hit \$1.5 BILLION in annual revenue...”

Business Week – December 2010

BusinessWeek

Google™

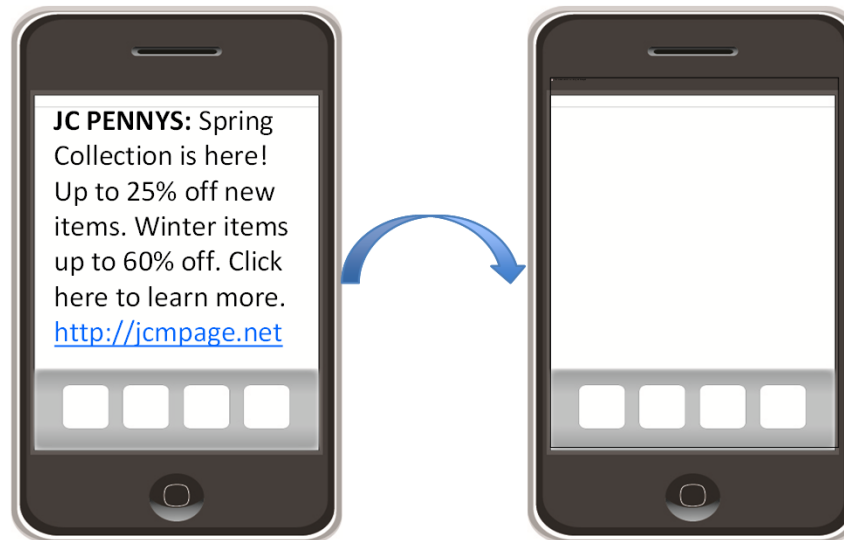


The
New York
Times

Core Offerings

Text Messaging

- Instant Engagement
- Opt-in database
- Simple
- Customized
- Bilingual English & Spanish
- Delivery Tool
- Cost effective
- Fun



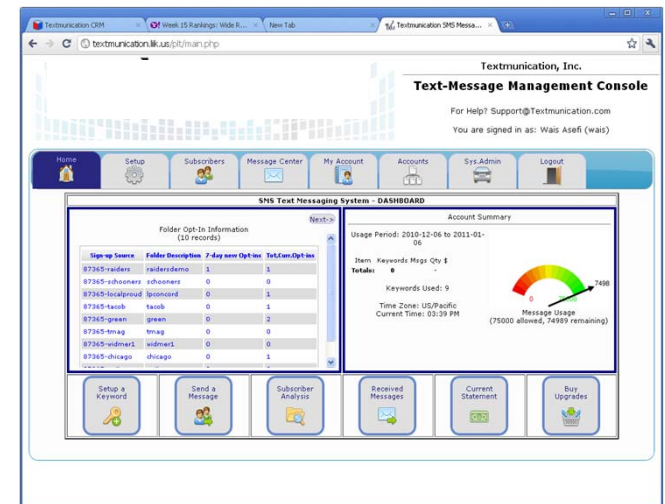
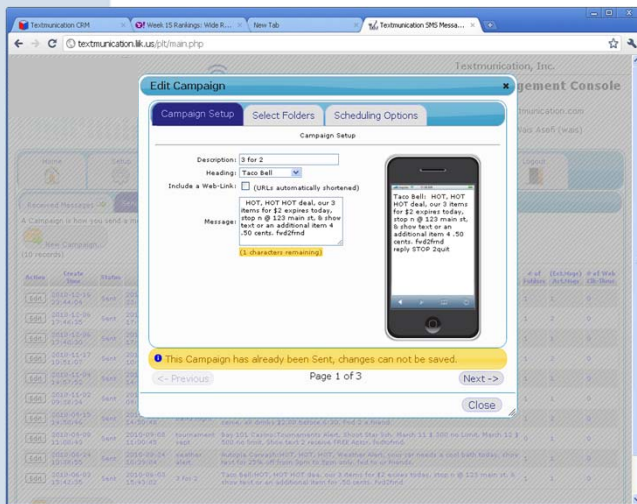
Mobile Websites

- Visual engagement
- Deeper content
- Extended functionality
- Acquire consumer data
- Links to Facebook/Twitter, reservations, donations, menu & more...
- Mobile optimized

Other Services: API, mCommerce, customization, web widgets, fundraising, & consulting.

Platform Features

- Text To Join/Alerts
- Text To Win/Contests
- Text for Info
- Reminders
- Votes, Polls, & Surveys
- Mobile Coupons
- Web Forms
- Web Link Delivery
- Click-to-call
- Analytics & Reporting
- Folder/Group Management
 - Notifications
 - Two Way Interactivity



Benefits of Mobile Marketing

- **Instant & direct** access to your customer base.
- The most **reliable** form of communication in the market place.
- Increase **sales & foot traffic** with an immediate impression.
- Increase **retention** with an open dialog & development of loyalty.
- Consumer **initiated & target** ability.
- **Increased** brand awareness.
- **Cost effective/High R.O.I.**
- Increases effectiveness of traditional media making it **interactive, actionable, & track able.**
- **Engage & entertain** your customers by communicating with them in their **preferred** mode of communication.



So how does it all work?

- **Consumer would see or hear a mobile call to action.**

Call to action



Is what are you saying to the audience to encourage them to opt in?

- **Consumer would opt in by texting a keyword to a short code to join, redeem, participate, or get info.**

Keyword



DEMO

Shortcode



87365

- **The consumer would instantly receive an instant auto response message with a welcome greeting, an offer, confirmation, information or a request for additional info.**

Auto response



The initial message that the consumer would receive when they opt in.

- **The consumers mobile number is now captured and stored into the company's database for future campaigns.**

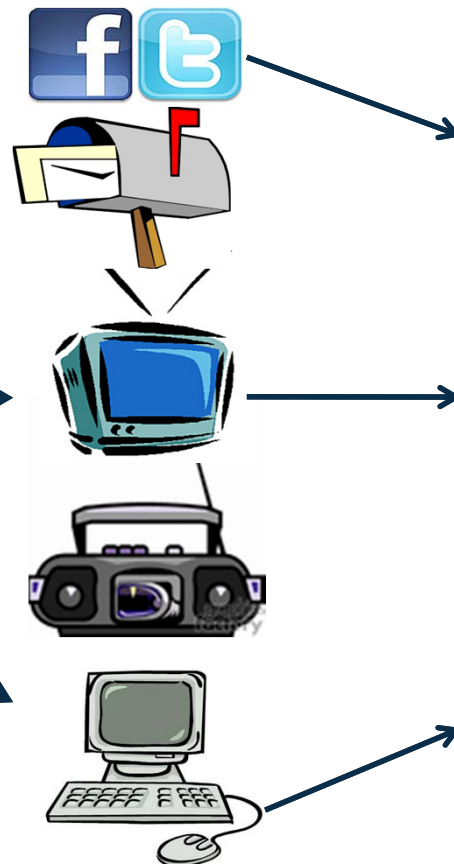
"Creating an opt-in environment where the consumer says I want to hear from you."

Become a mobile fan!
Text **JOIN** to
87365



Implement For Success

1. Decide on a mobile call to action.
2. Market the program internally with in store signage.



3. Apply mobile to any or all forms of marketing.
4. Build, acquire, measure, track, & benefit!

1. Market your keyword for success.
2. Enhance your current campaign efforts.
3. Measure & track.
4. Acquire consumer data.
5. Campaign wisely with industry best practices.
6. Have fun & drive that bottom line!

Brands Represented



Client Success Case Study

Client: UFC Gym

Location: Concord, CA

Objective: Drive new leads for membership enrollments.

Call to Action: Text UFCGYM to 87365 for a free week!

Results: Over a 30 day period UFC Gym ran a commercial spot and generated approximately 92 leads and converted 41 new memberships in the month of October 2010. Their average membership is \$50 per month. Today the program averages 25-30 leads per month and is being promoted with visual art signage that is being placed with local merchants in town such as the movie theaters, vitamin and nutrition stores and local car wash's.



Keyword →

UFCGYM

To

Shortcode →

87365

Client Success Case Study

Client: The Pizza Factory, 94 locations.

Location: Temecula, California

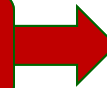
Objective: The goal was to build a loyalty rewards club for customers and have a reliable source of communication to inform people of specials, events, & updates to increase sales & foot traffic.

Call to Action: Join the Mobile Fan Club and entered to win free free pizza for a year!

Results: Eight months into the program pizza factory has accumulated an average of 467 subscribers per store with a high of 1100 subscribers . They currently average between 9-20 new subscribers a week per store. They have experienced a low redemption of 8% and a high of 17% depending on the aggressiveness of the campaign. In addition 80% of the customers that redeem the offers have purchase additional menu items beyond the mobile offer.



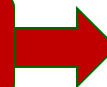
Keyword



PFAC

To

Shortcode



87365

Client Success Case Study

Client: Attic Street Wear – Buena Park, Ca.

Objective: The goal was to promote a 4th of July exclusive private sale event to VIP customers within two days to increase foot traffic on a typically slow day.

Call to Action: Show text at the door to get into the private sale event & be entered to win a \$500 Shopping spree. Up to 60% off apparel!

Results: With two days to promote the event The Attic sent text messages to 1200 subscribers. Out of 1200 VIP members 232 people lined up at the door before the event took place. That's just under 20%! Revenue sold that day totaled over \$20,000 in revenue in 4 hours. That's \$86.21 per customer.



Keyword →

ATTICVIP

To

Shortcode →

87365

Client Success Case Study

Client: The Cigar Store – San Ramon, CA.

Objective: To send out discount specials on products to those who have cell phone.

Call to Action: Use a discount code to get 15% off of any products when checking out. Good for a period of time.

Results: The response has been perfect as those who sign up to get text messages are people who really want to get our discounts. Using the traditional email newsletter to over 30,000 members usually results in most getting lost in spam filters by the recipient. With text messages they all get the message.

TheCigarStore.com

Keyword →

CIGAR

To

Shortcode →

87365