

SmartMob



You are passing outside a departmental store and suddenly receive an SMS. This SMS is informing you about a sale offer. How would you respond?

You are at home watching television. There is an SMS on your mobile phone from your favorite designer brand, informing you about arrival of new seasonal designs in outlets. What would be your course of action?

You may receive a text message from your favorite food chain, mobile phone service provider, utility store, holiday lodging or community hospital announcing their lowered fares forth coming days. How would you react under such situations?

Probability is high that you would take some sort of action to avail these opportunities. If such a marketing strategy can work "on" you, it can definitely work "for" you.

Market Demands Innovation

Old ways of production have worn out. Market is becoming more and more saturated. Your employees are demanding more, financiers are demanding more, suppliers are demanding more, retailers are demanding more, and most of all...your customers are demanding more. They want a little personalized touch, some understanding and assurance.

Reaching them through traditional and expensive modes of communication like television, radio, internet banners, print mediums, billboards, moving mediums, Tele-marketing, fax, standard mailers and personal interaction is not enough anymore.

What "they" need is your caring side. What "you" need is a new mediums to support your promotional campaign.

The Solution is "SmartMob"

SmartMob is a revolutionary product that allows communication with your potential and real customers on one to one bases through computer.

Install SmartMob into your computer and get the power and freedom to communicate with millions of people globally through SMS & Emails.

SmartMob helps you to take a step closer in understanding your customer preferences so you may tailor your operations to meet their demands.

SmartMob earns profit for you through personalized communication and

- Acquiring and retaining customers.

- Selling and promoting your products.

- Driving loyalty from existing customers.

- Reinforcing Branding Efforts.

Standard communications mediums available to marketers and advertisers are usually rated on three factors: Reach, Cost and Effectiveness. Recent studies reveal:

Medium	Reach	Cost	Effectiveness
Television	Highest	Very high	Good
Radio	Medium	Medium	Poor
Internet Banners	High	Medium	Dropping
Print Media	Low	High	High
Billboards	Medium	Medium	Medium
Moving Medium	Medium	High	Medium
Telephone	Medium	High	Medium
Fax	Low	Medium	Low
Standard Mailers	High	High	Medium
Personal Interaction	Low	High	High
Email	High	Extremely Low	Medium
SMS	High	Extremely Low	High

Take a closer look. SMS has the highest reach, the lowest cost and a high degree of effectiveness or retention rate amongst all other mediums. Study reveals that with over 106 million text messages are sent every day. Marketers are getting to understand the value SMS offers. According to a global survey by 2010 nearly 80% of brands will use Email and SMS to reach their target audience. By 2011, over 50% of brands will spend upto 25% of their marketing budget on mobile marketing. More and more organizations are realizing the benefits of SMS, and are using it as a new medium within their traditional marketing strategies.

Conclusion

Adopt this new market friendly technique if you want

1. To Reach Those Who Matter Most

SmartMob gives you a unique edge to divide your market into segments. It allows you to send a particular message to only those who could relate to this message and find it useful, thus avoiding all those who may find your offers irrelevant and useless.

2. Instant Delivery

Click a key on your computer Keypad and the very next moment your message, with your organization's signature, is displayed on your recipient's mobile screen. You don't have to be worried about your message delivery status anymore. This time you have full control over your communication. Be proud to exercise this control.

3. Very Low Cost, High Reach and High Retention

A unique feature of this amazing mode of marketing is that it costs nothing when compared to others. You can reach a population segment as huge as you want to and unlike any other modes of communication, it is hard for the message recipient to ignore your message once he/she comes in contact with it.

4. Promotion of Special Offers

Thanks to SmartMob, now you know what each marketing segment is looking for. You can

communicate special offers directly to those who care most about these offers.

5. Promote Your Product/Service Branding

SmartMob helps you shape a new organizational image in the eyes of your consumer. It has this amazing quality to differentiate your product from the rest and strengthen your image as a brand.

6. Increase Customer Loyalty and Retention

For most of us a personal contact through SMS is a gesture of a high commitment. Show your commitment to your consumers. In Exchange it will award you with their loyalty.

7. Proven to Increase Campaign Response

To make your promotional and marketing efforts more fruitful, reach right audience at right time. Avoid complexities. Simply make SmartMob part of your marketing mix and increase your campaign response.

8. High Stock Turnover

According to every law of logic, a high campaign response means high sales and high sales means high stock turnover.

Why SmartMob?

You deserve a business that is profitable to you and society. If you believe that your business is your dream then we believe that this dream is "our" business.

Try SmartMob to achieve results.

Come closer to your dream.

Start Clear Communication, Start Target communication, Start SmartMob today.