



## IMPROVE BRAND AWARENESS, BUILD CUSTOMER LOYALTY & INCREASE SALES VOLUME

SMS Marketing provides an opportunity to extend the reach of traditional enterprise messaging systems and efficiently inform (events, promotions, latest updates, etc), alert (news, warning, reminders, etc) and interact (campaigns, contests, etc) with the relevant individuals no matter where they are.

It's an easy-to-use and yet highly effective marketing, communications and CRM tool that enables businesses to instantly reach and interact with mobile phone users via mobile messaging.

## Benefits :)

- Effectively reaches targeted markets
- Increasing brand awareness by allowing interactivity with advertising
- Generating customer profile opt-in database profile
- Improving customer loyalty
- Increasing revenues by the ability to monetize traditional advertising mediums (print/radio/TV)
- Extensive support for CRM/Database integration
- Real-time online transaction/status delivery report
- Multi-lingual/Unicode supported
- Flash and WAP SMS supported
- Worldwide SMS coverage

## Applications :)

### Banking

Accounts/Services enquiry, Last ATM transaction done inquiry, Request of cheque books, Reporting of lost ATM Card/Credit Cards, Fund transfer, Bills/Credit Card payment, Bill payment reminders

### Direct Sales

Instruction inquiry, Send bulk messages on promotion, Members' complaint and feedback service, SMS greeting, Sales volume inquiry, Bonus points entitlement inquiry, ranking enquiry, Credit points enquiry, Stockiest list inquiry, Events/Activities inquiry, Training schedules, Seminar schedules

### Education

Bill payment reminders, class schedule/examination results/examination schedule notification, alert on classes cancelled or postponed, promote offerings of courses

### Property Developer

Mobile sales promotions, Complaint and complaint service, SMS greeting, Purchasers' billing, Outstanding balance inquiry, Billing status inquiry, New product launching, Showroom location inquiry

### Manufacturing

Mobile sales promotion, SMS surveys, mobile coupons or vouchers, management broadcast messages to workers and suppliers, alert product delivery and payment status, check on stocks level

### Government

Citizen warnings i.e fire, typhoon, riot, disease, recall exercises, movement updates

### Food and Beverage

Mobile coupons, discount coupons or vouchers, reservation, order placement, product inquiry

and others ...

Our multi-mode SMS delivery features allow ease of message broadcasting from a terminal and deliver it as SMS message to the destination as long as an Internet connection is available. Next page ....

In addition, it's capable to send messages to single recipient or to thousands of recipients almost instantly to any worldwide location.

#### Unique Sender ID Branding

Company name or Product name can be included as the Sender ID of the SMS. This improves branding and market awareness.

#### Fast Delivery

Messaging server has the capability of supporting high capacity rate for SMS traffic.

#### Save Money as well as Time

Our rates are competitive and can help you save money. Fast service implementation, high flexibility and easy to deploy.

#### High Level of Reach

With direct connections to mobile networks, we can deliver text SMS to almost all GSM mobile phone networks around the world.

#### Delivery Reports

Each message is tracked. SMS Marketing offers delivery notifications and confirmations of SMS sent to mobile phones. It provides online system monitoring reports for all SMS sent and received by our customers. Our online reports are available 24x7.

#### Personal and Discreet

SMS messages are sent to individual mobile handsets whether it is personal or aimed at that specific individual, allowing for compelling one-to-one communications. SMS is different from other kinds of mass media, in that it is direct and private.

#### Worldwide Coverage

With SMS Marketing, you will not be restricted to send SMS locally, instead you can send local as well as international at ONE rate! Our coverage to 200 networks worldwide.

#### Value-Added Flash and WAP delivery

Offers 2 additional delivery format for FREE upon registration.

## Case Studies :)



#### Case Study 1. Dunkin Donuts

A two month mobile interactive ad campaign in Italy has resulted in a 9% increase in sales for Dunkin Donuts, according to the two companies that created it. As a result of an SMS-based marketing campaign, customers were able to get coupons for Dunkin Donuts goods by using their mobile handsets to respond to advertisements displayed on store notice boards, billboards and on the radio.

#### Case Study 2. Radio 98FM radio live poll

An Irish radio station wanted to interact with its audience with an opinion poll. At every new bulletin 98FM broadcast a GSM number to which listeners could send, via text message, their opinion about a nominated news topic.

Participants merely sent a "yes/no" response and then received a response inviting people to send further comments. Radio station staff then had access to live statistics via a special web page.



#### Case Study 3. MacDonalds boosts sales using SMS

When McDonald's Australia ran its first SMS voucher campaign in Bundaberg, Queensland, in September, it saw very healthy SMS voucher redemption rates.

#### Case Study 4. Appointment response

A Queensland-based chiropractor, long plagued with no-shows of appointments made perhaps weeks earlier or last minute cancellations, now sends reminders to patients of their appointments that day and asking they notify the clinic if they cannot make the appointment. This has increased the successful appointment rate and also allows opportunities to fill cancelled appointments.



#### Case Study 5. Hilton uses SMS with success

The Hilton Hotel group has successfully used SMS messaging to increase guest numbers to its hotels and build customer loyalty. The hotel sent out important marketing messages such as specials and promotions directly to its members' mobile handsets.

The use of SMS as a direct marketing tool resulted in a 10-25% uptake of offers sent out by the hotel and proved to be an integral part its direct marketing and loyalty strategy.

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