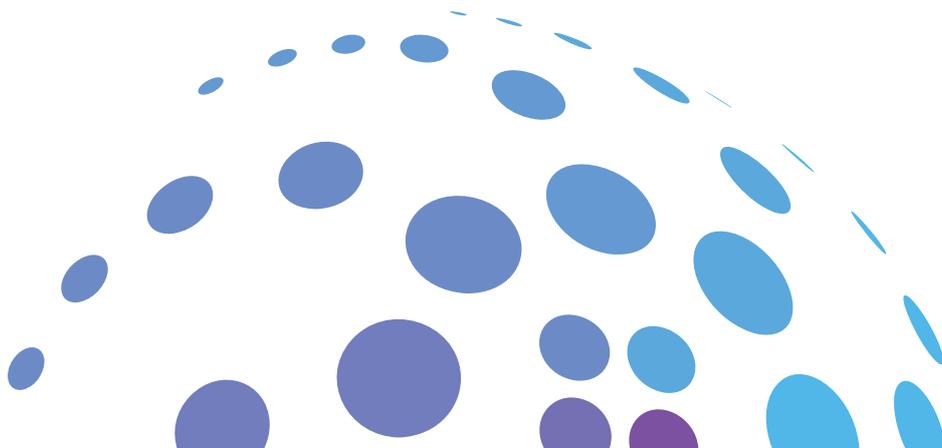




SMARTCOMM
MULTI-CHANNEL SOLUTIONS

MOBILE MARKETING



WHAT IS MOBILE OR SMS MARKETING?

SMS marketing stands for (short message service marketing) and uses permission-based text messaging to send marketing communication. SMS marketing allows you to communicate anything from special offers, product updates, customer notifications and event registrations with a large group of people quickly and easily.

Successful SMS marketing campaigns typically send a short, concise message with a clear call to action. This call to action could be a website link, phone number or email address and is important in order to measure the SMS' success.

Research has shown that targeted SMS messages are more likely to be successful. With SMS messaging you can personalise with the customer's first name and segment your customers based on their data and preferences. This means you can send personalised, relevant and timely text messages increasing the chance of response.

ADVANTAGES OF MOBILE MARKETING

Reach your target market – With mobile campaigns you can reach a highly targeted audience and have direct communication with a large group of customers quickly and easily.

Real time messaging – Consumers generally carry their mobile phones throughout the day, so this provides an excellent opportunity to communicate with your customers in real time.

Customer dialogue – Mobile messaging allows you to start a direct dialogue with your target audience. And because consumers are generally attached to their smartphones, mobile marketing is often seen as a more “familiar” marketing channel.

Cost – Setup and preparation costs for mobile campaigns are much lower than traditional marketing channels.

Increased Return on Investment – Mobile marketing allow messages to be personalised for a wide range of individuals, generating much higher response rates leading to less media waste and a higher Return on Investment.

Customer data retrieval – With mobile campaigns you can acquire and maintain customer data. Databases using phone numbers as the unique ID are generally more effective compared to email addresses, as consumers tend to keep their phone numbers for longer periods of time. Accurate customer data will ensure your mobile communications can be effectively tracked and evaluated.

Cross media integration – Mobile campaigns can be integrated within print, TV, radio, social media and eDM communications for cross media promotions.

Campaign tracking – Mobile campaigns produce detailed and real time tracking data, enabling you to quickly respond and improve future campaigns.



WHO IS SMARTCOMM?

Smartcomm is far more than a traditional mail house. With over 100 years industry experience, our team of smart communicators are the best in the business and we aren't afraid to boast about it. From your dedicated Account Manager to technical, print and warehouse support we've got your back. Our highly experienced team will deliver expert management of your projects and provide you with multiple campaign options to ensure cost efficiencies.

SMART1:1 SMS TECHNOLOGY

SMS is a cost effective and timely way to communicate. So we'll ensure mobile marketing is a core part of your marketing mix, rather than a forgotten about afterthought.

Our **SMART1:1** Drop & Forget SMS Broadcast system can trigger automated SMS messages. If an email bounces or is not opened after a specific time period, our **SMART1:1** system will send an SMS message to the customer.

The **SMART1:1** SMS marketing solution provides:

- Personalised SMS broadcasts
- Digital barcodes for exclusive event access
- Digital coupons, passes and vouchers for targeted promotional offers
- QR codes
- Smartphone websites and apps
- Multi-channel integration with email and printed mail campaigns
- Payment gateway integration
- Real-time campaign reporting including integration with Google Analytics

Our **SMART1:1** technology will give you a competitive edge and together we'll develop integrated mobile communications that deliver genuine results.



WANT A DEMONSTRATION?

Our committed Account Managers can easily take you through our **SMART1:1** SMS broadcast system. We can even bring our technical and production staff for expert consultation to make sure we meet your unique business needs.

Our focus is always on understanding your business from your point of view. Whether you're thinking about a single project or more integrated communications, our **SMART1:1** technology will make sure your marketing dollars work smarter.

So call us to organise a personal demonstration today!

WHY CHOOSE SMARTCOMM?

We believe when it comes to your business, it's quality, not quantity that will give you a competitive advantage. That's why we'll focus on understanding your vision and unique requirements.

Our experienced team will partner with you to gain insight into your customers and their optimal channel journey. We'll then develop integrated marketing workflows and automated multi-channel, 1:1 targeted communications specific to your business and customer needs. This proven approach almost ensures a heightened experience, engagement and response from your customers.



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