



SMS Messaging for Marketing



Phone: +852 580 84070
+44 203 318 3618

Email: sales@solutions4mobiles.com

www.solutions4mobiles.com

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Why SMS? Why now? – The Mobile World

Our world is more Mobile now than ever. Consumers are always on the move and it is increasingly hard to reach them through traditional channels like TV, Radio and Internet. In 2013 there were more than 6 billion subscriptions. With increasing penetration of mobile phones to the most rural areas, mobile networks cover more than 90% of the world's population. Availability, affordability and ubiquity make the mobile phone an essential platform for retail marketing and business to customer communication.

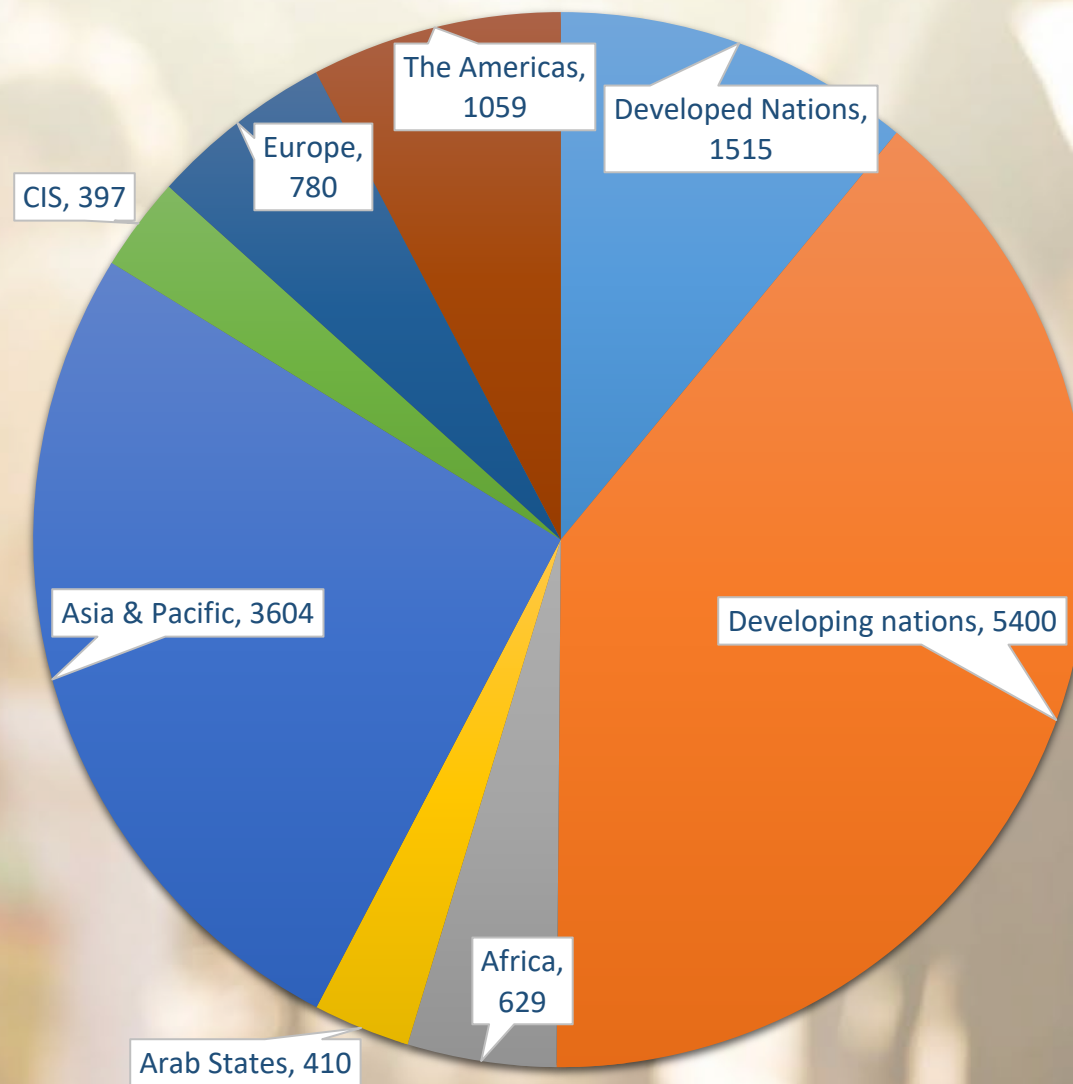
The mobile phone has become the new “must have” for any serious “innovative” marketing project. Due to the rapidly expanding capabilities of smartphones, there is a misconception that ‘archaic’ technology such as SMS is not up to the task at hand. The truth is far from it.

Most brands now choose SMS as a must-have when planning their mobile strategy. One of the reason behind this is that while there are 1 billion smartphones, there are 5 billion feature phones. All these phones have built-in SMS capability.

Why SMS? Why now? – The Mobile World

- 6 billion subscriptions worldwide.
- Mobile operators cover more than 90% of the world.
- Consumers are always on the move. (Increasingly hard to reach them through traditional channels)
- All mobile phones support SMS. (Smartphones and feature phones)
- SMS does not require data connections or apps.
- SMS is cost effective and ubiquitous.
- Mobile is the most personal channel. SMS is direct and immediate.
- SMS has a greater open rate than any other traditional alternative. (E-mail)
- Mobile SMS offers are redeemed more frequently than any other type of offer. (Prints, web etc.)
- Consumers carry their mobile phone and use it for everyday activities 24 hours a day, 7 days a week.
- SMS is stored in user's mobile whether they engage with the message now or later.

Mobile cellular subscriptions (millions) - 6915 millions



Source: © International Telecommunication Union (May 2014)

SMS Marketing Statistics

- MMA: **91% of mobile phone users have their phones 24 hours a day, 7 days a week** (ie also sleep with the phones)
- AT&T: 88% of consumers watch the 2nd screen (mobile) while watching TV
- MMA: **43% of consumers use mobile as their primary search tool**
- SinglePoint: **90 percent of all text messages are read** within 3 minutes of being received on the mobile phone
- Mobile Marketing Watch: Mobile marketing ad spend grew more than 100 percent in 2013.
- Responsys: Nearly 2/3 of consumers subscribed to mobile marketing indicate that they have made a purchase as a result of receiving a highly relevant mobile message.
- Venture Beat: **The open rate of SMS is 98 percent** compared with 22 percent for emails.
- Cellit: **Text messages can be 8x more effective at engaging customers.**
- eMarketer: **Mobile offers / SMS Coupons are redeemed 10x more frequently than print offers.**



SMS Messaging Services – Outbound SMS

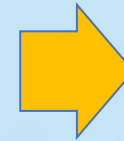
Outbound SMS is a fast and reliable way to send large volumes of SMS messages on a global scale. By using MobiWeb's enterprise platform, companies can send marketing campaigns, notifications, promotions and special offers, increasing brand awareness, customer acquisition, customer retention and driving sales.



**Company sends
SMS campaign**



**Subscriber reads
SMS**



**Subscriber
purchases**

SMS Messaging Services – Outbound SMS

Company sends
SMS Campaign

MobiWeb
Enterprise Platform



COMPANY: Discount Offer!
Shop at our stores today and
for a 15% discount on all our
products. Visit
<http://m.company.com/offers>
for details.

1 New message

**COMPANY: To thank you for
your purchase we reward you
with 25% OFF your next purchase.
Visit
<http://m.company.com/comeback>
for details.**

**COMPANY: The long waited
XNAME is finally here!
Visit
<http://m.company.com/x-name>
for details.**

SMS Messaging Services – Inbound SMS

Inbound SMS allows companies to globally receive SMS messages from consumers, engaging their target audience, increasing customer loyalty, retention and reactivation by initiating 2-way communication with the consumer through Inbound Marketing.



**Subscriber
sends SMS**



**Company
replies**



**Customer
Loyalty**

SMS Messaging Services – Inbound SMS

Company sends
SMS Campaign

MobiWeb
Enterprise Platform



COMPANY: It's winning time!
Text a coupon code found in our
product packages every hour to
win an iPad!!
Visit
<http://m.company.com/wintime>

CONSUMER: HZ28I65X

SMS Messaging Services - Solutions

Examples

- Special Offers
- Promotions
- Coupons
- Notifications
- Trivia Quizzes
- Contests
- Marketing Surveys
- One Time Pins



Benefits

- Increase Brand Awareness through consumer interaction with your brand
- Increase Customer Loyalty through contests, questionnaires, promotions and discounts
- Increase Sales and Customer Acquisition through discounts, special offers and contests
- Increase Customer Retention and Customer Reactivation. Reach, Engage and Re-engage your target markets through global mobile interaction
- Acquire Valuable Marketing Information through customer response measurements
- Mobile Identity Verification



About MobiWeb

Since its establishment in 1999, MobiWeb is providing global SMS Messaging for B2B, B2C and C2C mobile interaction.

MobiWeb has established multiple direct connections with mobile operators around the globe. This makes MobiWeb the ideal partner for companies that demand high quality SMS messaging services, meeting the most demanding enterprise requirements.

MobiWeb actively participates in the development of the mobile ecosystem as a GSMA associate member.

Using direct connections to telecommunication carriers and operators in the largest cloud data centers spanning across the globe, MobiWeb provides high quality telecommunication solutions to more than 2350 enterprises.



Quality

- Worldwide reach, covering 96% of the world
- High performance SMS messaging processing
- Strict Service Level Agreements
- 99% service availability with fallback ability – Redundant Infrastructure
- Enhanced security
- Easy integration with minimal footprint





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