

MOBILE MARKETING

– Making it as Easy as **A, B, C**



Are you looking for a quick, simple and easy solution to market your business, cost effectively?

Be in control using the one device almost 100% of your customers have with them anytime, anywhere

Connect with your customer safe in the knowledge that your message will be delivered and read*

Using the fastest growing global communication technology available – **Mobile Marketing** has proven over the past couple of years that it is now one of the most – if not most, powerful direct target marketing tool accessible to every business and customer in the UK.

At Chapman Marketing Design we can help you take on this new technology, safe in the knowledge that you are working with experts in the field. In fact you will be using the same mobile marketing technology used by hundreds of successful High Street brands and leisure companies here in the UK.

We understand that many of you look to new technology with trepidation, however at CMD, we and our partners have over 8 years combined experience running 1000's of mobile marketing campaigns both here in the UK and US. Our easy to use text messaging platform provides your business with a simple and cost effective route to market to your customers.

CMD are a specialist **mobile marketing** and **solutions** company that uses **text messaging** and a range of **mobile technologies** to enable clients to engage their target audience.

We provide a wide range of **mobile applications** and **solutions** including **Lead Generation** campaigns using **keywords**, **Bulk SMS**, **PSMS**, **MMS**, **WAP**, **Mobile Promotions** including **Text 2 Win**, **Store Locator**, **Brochure Request** to name but a few.

Chapman Marketing Design focuses on the service we provide our clients. We believe by truly understanding your business we can generate concepts that suit your needs, integrate with existing marketing channels and maximize the benefits of mobile technologies.

“We’ve been working with Chapman Marketing Design now for over 6 months and with their expertise and technical know-how, the Isle casino have been able to use mobile marketing to great effect in driving business to our venues....”

Val Saunders, Marketing Director, the Isle Casino, Coventry

Our business is simple

- we use our expertise to help you
increase the return on your efforts**

TECHNICAL SUPPORT

Chapman Marketing Design's partner software is built entirely in-house. We can provide full support (including message construction) by phone and email. Additionally, our website has a collection of guidelines to help clients both construct relevant messages and effective campaigns.

Our belief is that unless users are comfortable with using mobile marketing, they will not be proactive in using the systems they have available to them. We can closely monitor the activity of clients and put measures in place to help increase usage, should we believe the system is not being utilized to its full potential.

DATA SECURITY & SERVICE RELIABILITY

All data is held on secure servers with access, through 128bit encryption, only available to those with the correct permission levels.

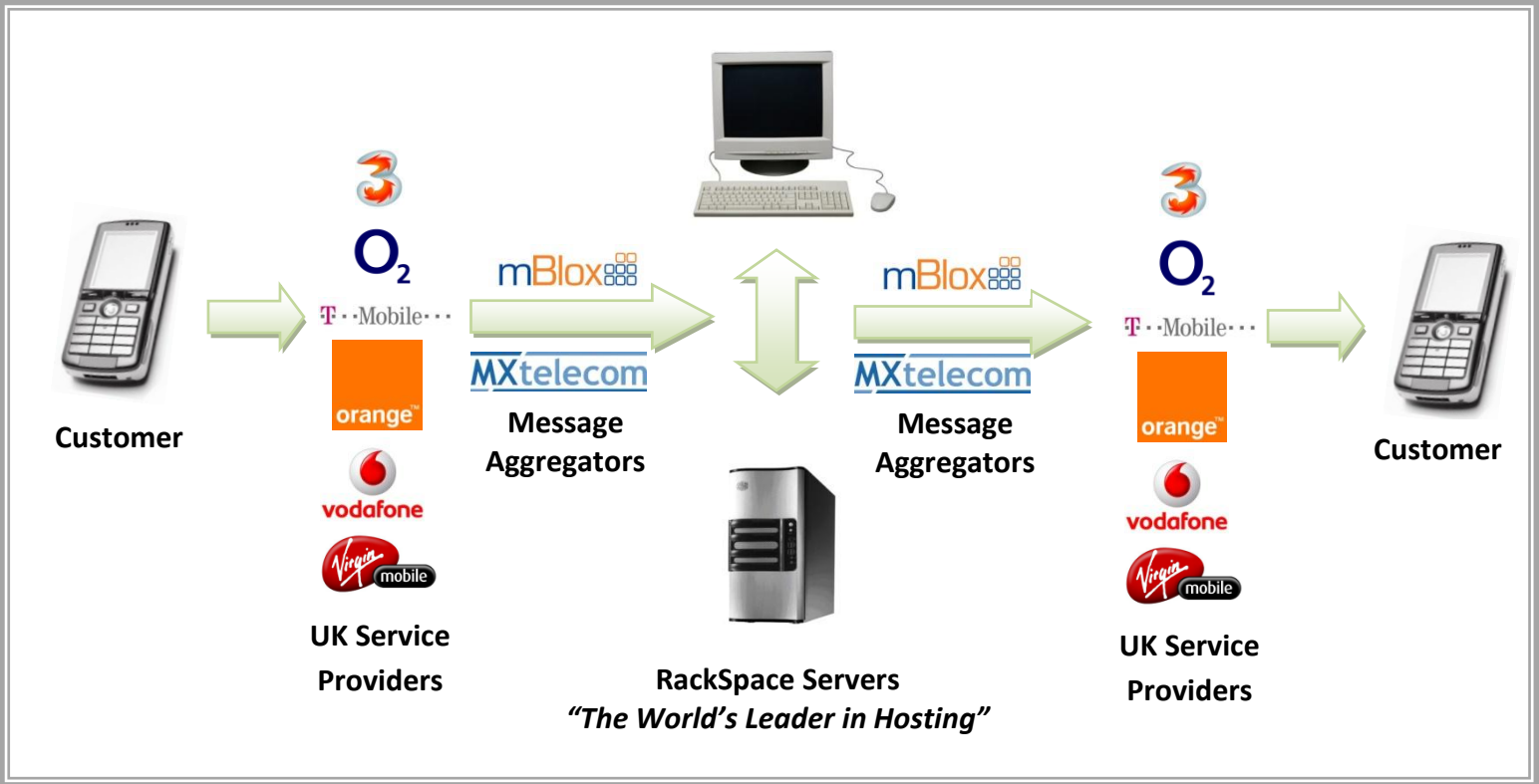
Additionally, our servers are managed by dedicated mission critical hosting experts **Rackspace**. Their "*zero downtime network*" guarantees 100% uptime of our servers and therefore your database of profiles and the smooth operation of campaigns.

Our mobile gateway is linked directly into two of the world's leading providers of mobile infrastructure, **mBlox** and **MX Telecom**. This gives us the best delivery rates and mobile integration packages available, whilst keeping costs acceptable.

CLIENT



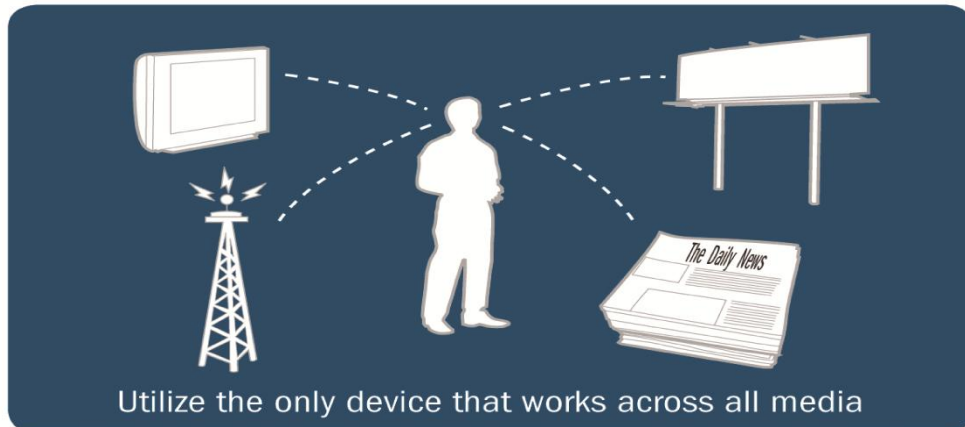
CHAPMANmarketingDESIGN



Think all Mobile Marketing companies are the same? Think again. When you are running a high profile campaign, you need to have confidence that your campaign will run smoothly. CMD are specialists with a focus on quality and professionalism.

What is Mobile Marketing?

Mobile Marketing is developing a strategy which takes into account all of your customers' touch points and bringing these together with the only device capable of direct 2-way communication anytime, anywhere.



The bridge between off line and online media – and also known as the 4th Screen, mobile allows you to get your brand in the hands and pockets of your customers.

- there are over 71 million mobile handsets registered in the UK
- more mobile connections than internet and landline telephone connections combined
- every month nearly 9.6 billion text messages are broadcast in the UK

Features of Mobile

- » Cheap – Messages Cost from 4.1p
- » Quick – Save on Time and Energy
- » 95% of Text Messages Read – Compared to only 25% Email
- » Ability To Provide Instant Reward

Benefits of Mobile

- » Direct and Personal Contact
- » Integration Across All Media
- » Increased Interaction Via Direct Response
- » Increase ROI

Every one

Close to 100% of your audience owns a mobile phone, capable of sending and receiving text messages, within arm's reach at all times.

Every where

The mobile phone is the constant companion of your target audience. Whether they're out for lunch, on the sofa or in the clubs, it's always with them.

Every time

Text Messaging is fast and reliable, satisfying your customer's demands for immediate feedback. Requests are processed and delivered within seconds.

Marketing for the 21st Century

SMS Marketing has quickly become the number one medium for direct, targeted campaigns. It can integrate with existing marketing channels and is the most cost effective method of reaching out to your customers in comparison to traditional channels.

Recent reports from industry forecasters mention that by 2012 nearly 90% of the most active retail consumers will be unreachable by traditional advertising. Therefore it is imperative that brands begin to enable their marketing strategy with mobile in order not to be left behind.

Mobile is the fastest growing communication channel in the world today, and if you are not using it already – be aware your competitors soon will!

Enhancing Your Sales

We help venues increase their sales. By placing your venue in the forefront of your potential customers mind, the likelihood of a visit increases. This visit could start earlier, last longer and consist of several people. The extra people and time leads directly to your sales increase.

Our Increased Profits Cycle

Extra people and extra selling time in your bar leads to increased sales and profits



Selling more and increasing the number of people that visit

Don't just stop at bringing their friends, give them a reason to visit earlier and stay later

To increase footfall, push your customers to bring their friends

FURTHER PROFITS: Don't stop at just getting people to your venue. Direct them towards purchasing a specific brand or product. Influence your customer's choice to the brands and products with higher margins. – HIGHER MARGIN SALES allow you to make BIGGER profits

Mobile Applications

- here's what You can do with a mobile phone!

Bulk Send

SMS Broadcast

Send a 160 character (or larger – max 612) text message to all opt in mobile numbers in a database

MMS Broadcast

Send a picture message, sound or video clip to all opt in mobile numbers in a database

Mobile Promotions...

...a great way to increase brand awareness and build your customer database

Text 2 Win

The classic! Customers can text a keyword to a *shortcode* to enter a competition. Winner(s) are picked at random after a closing date and notified by text.

Instant Win

Customers can text a unique number (for example a voucher number) to be an instant winner from a set of prizes. The number is normally given out with a purchase on a card.

Daily Prize Draw

Similar to a simple Text 2 Win competition however winners are selected on a daily occurrence. Enter competition by texting a keyword and winner(s) are picked at random after every day and notified by text message.

SMS Voting

Vote for a winner by text message. A real time, online results graph can be placed on your website easily for public viewing.

Call To Action...

...initiate response from your customers

Text Voucher

Text a keyword & receive a reply with an embedded code or simple statement of the offer, which can be used at purchase for a discount, or contain contact info. *An ideal way to allow people to respond anywhere, anytime.*

Email Request

Customer's text a keyword and their email address and receive further information sent to their email address plus an optional "thank you" text message in response. *Useful for requesting electronic brochures, menus or feature listings to a customer's in box*

Brochure Request

Customers can text name, house number and postcode to receive a brochure, catalogue or product sample by post. Address verification from the Royal Mail is provided for an additional fee, if required

Store Locator

Your customers can text their postcode to get a list of the address of your nearest store and its contact details. A map can also be sent as either a web link or MMS image.

Text 4 Callback

Customers can text a keyword and an alert email is sent to a designated contact person to call your customer back. Text responses can vary based on time of day and business operating hours.

Destination Mechanics

Mobile Survey

Get instant feedback from your customers using our survey module. Engage the customer in a 2 way conversation and direct the responses accordingly. Can include Yes/No answers, numeric answers or 'free form' text.

So What Do I Do Now?

If you would like to discuss how You can integrate Mobile into your Marketing Mix, please do not hesitate to contact us :

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Text **CMD** with a valid email address to **60777**