

Mobile VIP™ On Time, On Target, On Point Messaging™

SMS Mobile Marketing Campaigns

mobilevip.biz



Mobile VIP™ specializes in the development and management of interactive, integrated mobile marketing solutions for brands, advertising agencies and small businesses that want to put their message literally in the hands of their customers. We provide a state of the art short message service (SMS) software platform that can manage the largest national campaigns. Text messaging isn't just for kids anymore, the average age of today's texter is 38 years old. Mobile call to actions have a 12% to 15% better response rate than off mobile campaign's and a read rate of 5% over direct mail. Best of all it's affordable.

Click to Web

Customer clicks the link in an SMS ad to visit your mobile web site.

i.e. <http://m.ebay.com/>

Mobile VIP™ can create your mobile web site landing page

Use the mobile web to sell products, register users, offer rich media content, deliver ringtone/wallpaper downloads, and more

Mobile VIP™ provides tracking of clicks to web

Click to Call

Customer clicks the number in an SMS ad to connect with you call center.

i.e. Mobile VIP™ alert – buy one ticket and get the 2nd ticket for free for the May 15 showing of RENT. Click to call for reservation [1-212-555-1212](tel:1-212-555-1212) CODE RENTTIXS

Drive mobile users to your call center

Mobile VIP™ can provide affordable toll free numbers with voice message services.

Brand Engagement

Customer replies to an SMS ad to subscribe to branded SMS content.

i.e. Text the phrase **Optin Science** to 25827 to join the CT Science Center mobile alerts and enter to win a Premiere 2 season membership or a four pack of tickets to the Hoffman 3D Theater. Enter by June 30th.

Create an engaging and ongoing mobile interaction with your brand such as an instant win, sweepstakes.

i.e. Text "Fuze" to 25827 and enter to win a two tickets to see Rihanna live in concert, Rihanna downloads and Fuze drinks.

Response SMS awards a prize and directs them to Fuze website. You can also include a Fuze Trivia app.

Effective for building an opt in customer acquisition list. Use a WAP form to collection additional data.

Mobile VIP can provide SMS content

Mobile VIP tracks subscription numbers and message delivery

Promotion / Coupon

Customer replies to an SMS ad to receive an instant win, promotional offers or coupons.

Add short code to off mobile campaign to track effectiveness of a particular campaign.

i.e. text in to convert paper coupon to text coupon and receive an extra 10% off. Text Coupon to 25827.

i.e. Text message: 20% off your next case of Fuze Energy. Show text to redeem. CODE: Fuze20. Expires June 30.

Create consumer loyalty programs on your own branded keywords

Increase awareness and responses to your local promotions

Cross sell products and services.

Mobile VIP can power promotional SMS content services

Mobile Ticketing

Customers provide their cell phone number to receive tickets via SMS text or 2-D Bar code

Promote a “green ticket” option for customers who want the convenience of having their ticket information on their phone

SMS text tickets provide a text voucher with a random code that is redeemed at the box office

Using a 2-D bar code customers can scan their cell phone at the gate to redeem.

Interactive Exhibits

Mobile VIP can enhance museums, learning centers and galleries through interactive exhibits.

Attracting a younger generation is an essential business strategy.

SMS and WAP technology are the communication channels to today's younger demographic.

SMS alerts announcing discounted admission, new exhibit, shows or events.

Exhibit or shows with SMS call to actions creating an interactive and engaging experience.

Content downloads such as ring tones, wall paper and music.

i.e. Motion Exhibit: Text “skateboard” to learn about centripetal force. SMS with a mobile link to a WAP site on centripetal force or a video is displayed. Opt in option for further SMS alerts.

Real Estate

Assign a key code to each of your listings. Buyer text key code to get listing info.

Mobile VIP generates an SMS to the buyer with the property's description and details.

Buyer response by clicking link to a WAP page with more information with pictures.

Mobile VIP sends the agent an SMS with details on the lead.

i.e. Property listing key code Tril224. Buyer text the word "Tril224". Response SMS provides vital stats such as square footage, number of rooms, baths and price with a click to call and a link to a mobile website. In order to access mobile tour buyer must enter additional information via a mobile form (i.e are you qualified, looking to move in the 3 months, etc). Mobile site provides a picture tour of the unit along with the broker's logo and contact information.

Voting / Surveys

Customer replies to an SMS ad and receives a branded interactive poll.

i.e. How would you rate our customer service? A. Great B. Good C. Fair D. Poor Reply A, B, C or D.

Create an engaging mobile interaction with your brand

Poll results can link to your web site or our report writer generates a graph.

Mobile VIP tracks participation and poll results

Trivia

customers reply to SMS link to opt into a mobile trivia application.

i.e. <http://fulcrumdesignservices.com/promos/citysteam/>

Create an engaging mobile interaction with your brand.

Offer tiered rewards scoring, drive traffic to your business to redeem their winnings.

Use mobile form to collect additional customer information.

Click to Video

Customer clicks the link in an SMS ad to view your video.

Mobile VIP can mobilize your video and provide a delivery platform

Video options include mobile web and MMS

Mobile VIP can help you engage with users who respond to your campaign

Once you've reached your audience through an SMS call to action campaign keep them engaged with interactive content, rich media, alert subscription programs or custom news and information. Whether

you are new to mobile or are looking to extend to new mobile platforms, we can help you build the mobile destinations necessary to engage users after they respond to your mobile campaigns. Mobile VIP can create many different types of user experiences within our platform - Mobile Web, Interactive Text Messaging and Mobile Video.

Building Mobile Web Pages

Mobile VIP can help you create a mobile web page with an interactive customer experience. Like the web, there are many different options on how to use your mobile website. Some options include:

- Landing Page
- User Registration
- Ringtone / Wallpaper
- Rich Media

Interactive Text Messaging Services

Mobile VIP can help you create interactive SMS programs with web content, or your custom messaging. SMS is the most popular and widely supported mobile platform. Some options include:

- Announcements
- Coupons
- Trivia
- Voting

2-D Bar Code

Mobile VIP can help you go green with 2-D Bar code redemption for ticketing and coupons. Delivered by SMS or WAP technology 2-D bar codes provide automated controls and tracking capabilities. The system sends the agent an SMS with details on the lead. Compatible scanners required. Excellent for mobile:

- Ticketing
- Retail coupons
- Transit

Mobile VIP™ is on the web at www.mobilevip.biz. For more information contact Brandon Munson at (203)715-4780 or email at emailfulcrum@yahoo.com.

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