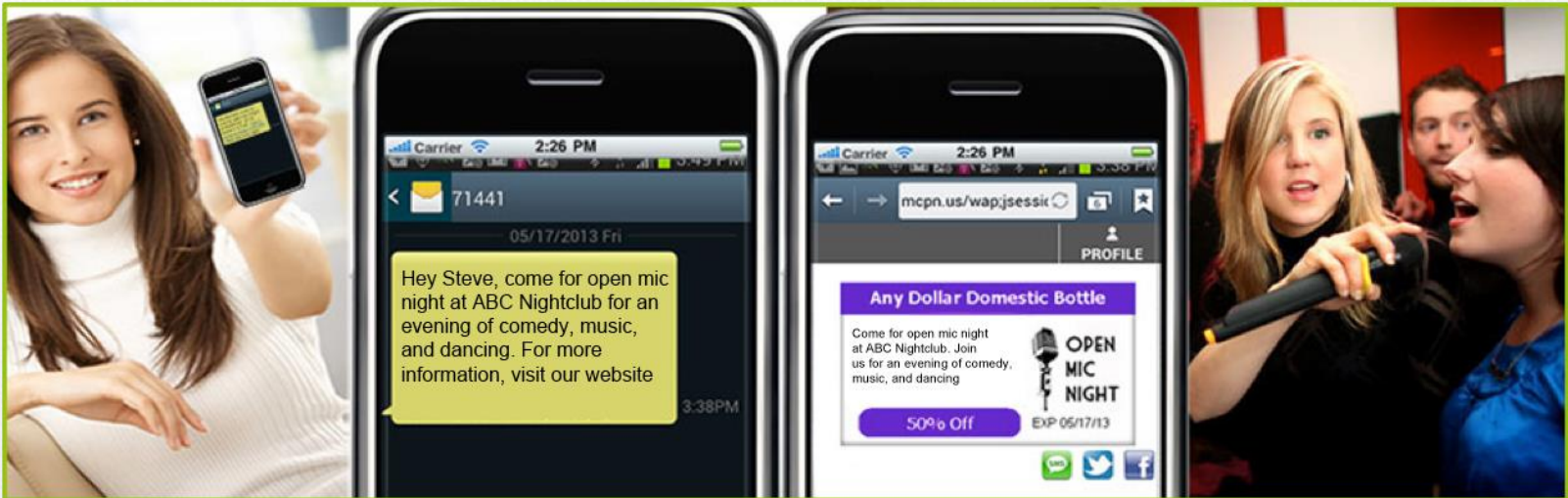


Tezz Mobile Marketing Solutions!

Mobile Marketing for Entertainment Industry



What is Mobile Marketing?

- Using cellular to engage with prospects & customers who've **asked** to hear from YOU
- Combines elements of print signage, SMS (text messages), mobile web, and a “mobile wallet”
- Trivia games, polls & questions, drawings and contests, coupons, event/listing notifications, etc.
- Uses SMS (texting) as the communications channel for the deepest user penetration and ease of use

And Why Should You Care?

- 80% of cell phone owners text, up from 58% in 2007 (Pew Research, Dec. 2012)
- In the US, 75% send text messages, 49% use apps and 49% browse internet (ComScore, 2012)
- 49% of those who use social media prefer texting to calling (Performics, Jan 2012))
- Studies indicate 97% read SMS (text) within 15 minutes; 84 % within 1 hour (Nielsen, 2012)

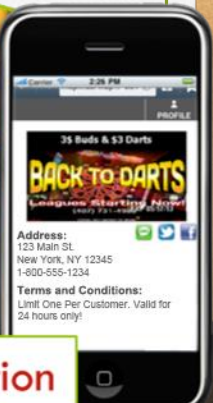
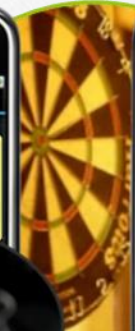
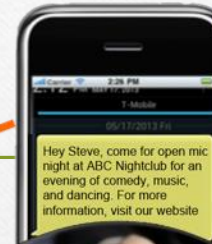
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SMS Engagement

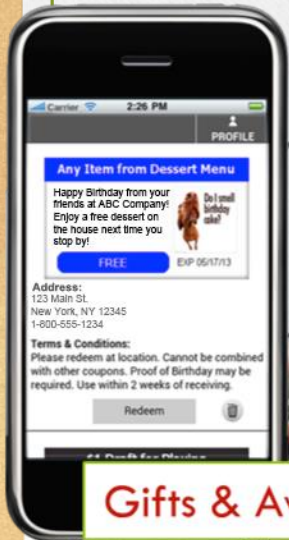


Hey Steve, come for open mic night at ABC Nightclub for an evening of comedy, music, and dancing. For more information, visit our website

Invitation & Alerts

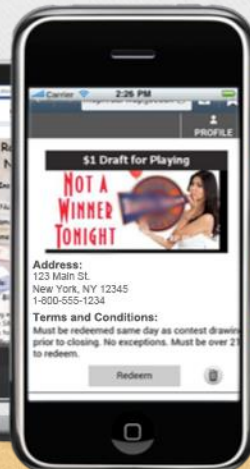


Call to Action



Gifts & Awards

Contests



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Building Opt-in Lists

There are many ways to develop your 'opt-in' participant lists

A self-service kiosk can be created using a WYSIWYG interface in minutes

JOIN OUR
VIP CLUB

Use posters and signs in your bar to promote participation.

'Drop-in' ready Facebook, Web, and Mobile opt-in form code is auto-generated by the platform.

Join our Program. Receive Special Discounts, Event Notifications, Contest Alerts.
Max 2-3 Messages per Month.

Join The Program

Check In

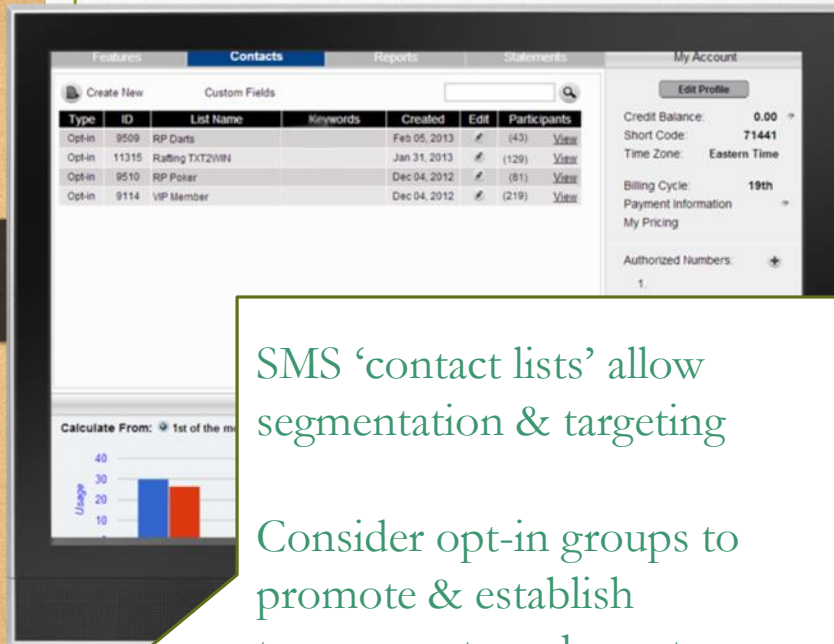
Sign up &
Save Money



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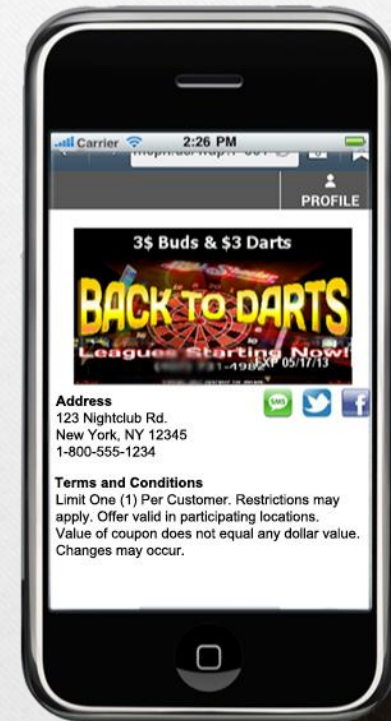
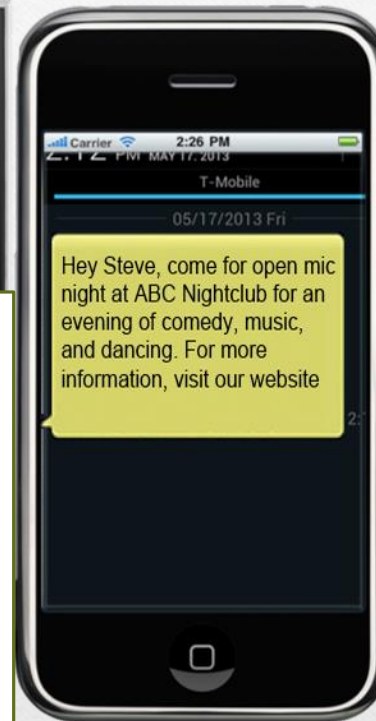
Segmenting Customers into Affinity Groups

Organize clients into affinity groups to ensure targeted and relevant communications



SMS 'contact lists' allow segmentation & targeting

Consider opt-in groups to promote & establish tournaments and events, e.g. Poker, Darts, Football,



Targeted messages to affinity groups can establish YOUR club as 'the' gathering place

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TXT2Win Contests

SMS contests present a fun way to *engage with a purpose* – drive more sales.

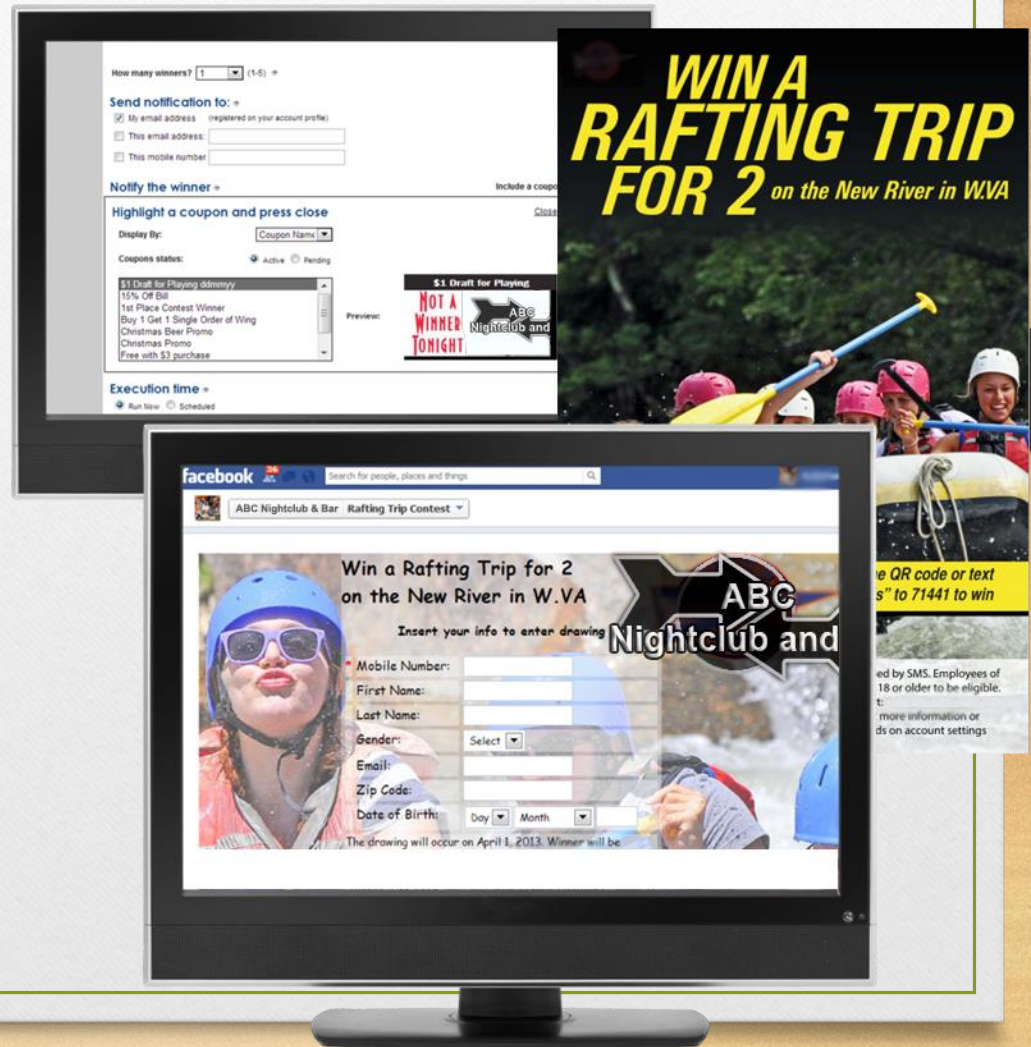


A midnight drawing is the perfect way to 'hold' patrons in the bar till closing

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Defining TEXT2WIN Contests is a Snap

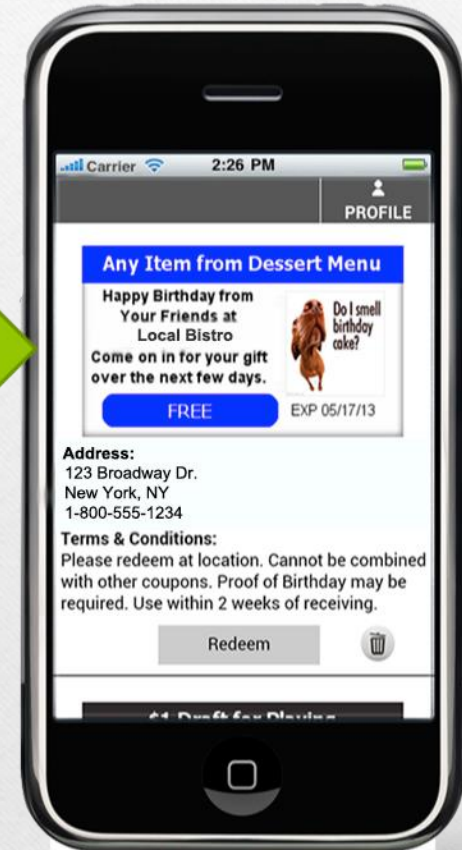
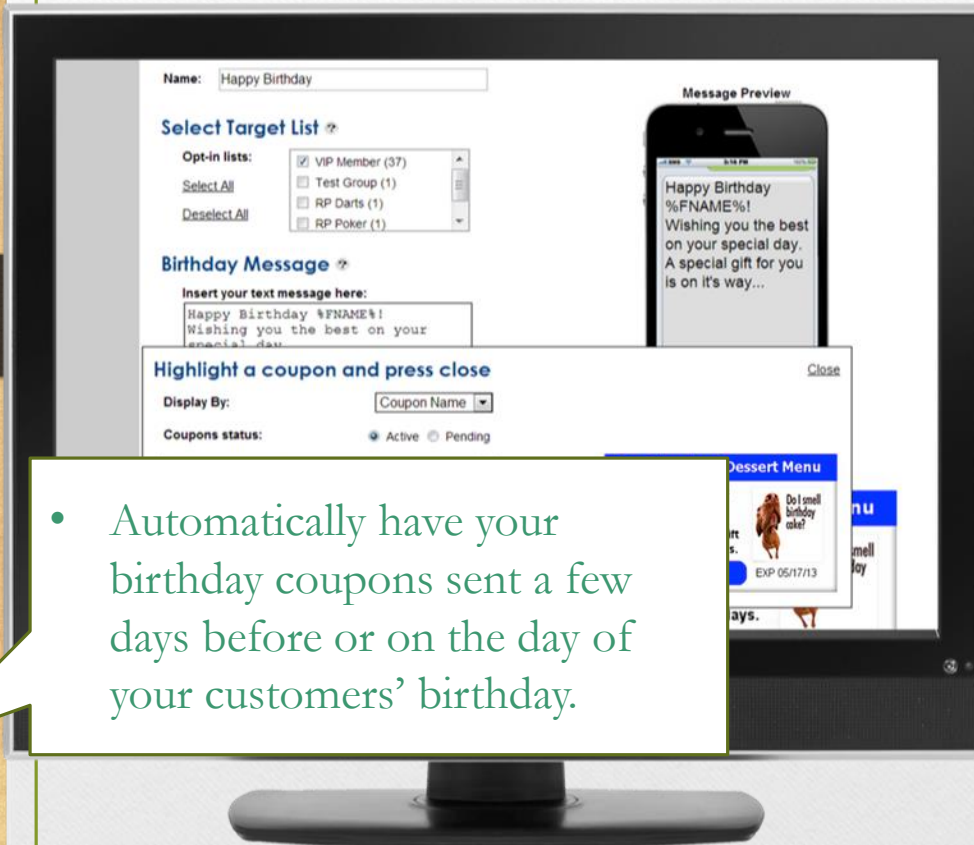
- Draw from an entire opt-in list or narrow down to only those who've 'texted in' during a specified 'entry' period
- Multiple winners can be defined, e.g., 1st, 2nd, 3rd place
- Each winner can be provided with a different award
- Losing players can be awarded a consolation prize
- Contests can be scheduled in advance, making regular drawings easy to run
- Winning number notifications can be sent via email, text to manager for prize verification



Tezz Mobile Marketing Solutions!

Use Birthday Wishes to Increase Loyalty

Sent automatically, birthday wishes provide an easy way to drive repeat



Tezz Mobile Marketing Solutions www.mrtezz.com

All of the BIG chains send Birthday Wishes for good reason – they increase loyalty!

Tezz Mobile Marketing Solutions!

Coupons, a powerful sales driver

Our platform offers the best couponing capability in the industry



Consider these facts:

- 87% of all shoppers use coupons (source: Advertising Age)
- 16.5% of US adult mobile phone users redeem mobile coupons. Mobile coupon use expected to rise from 12.3M in '10 to 53.2M in '14
- By 2014 1-in-4 will redeem a mobile coupon (Source: eMarketer)
- Global redemption rate of mobile coupons to average at over 8% by 2016 (Juniper Research)
- Inexpensive compared with print

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'Grab & Go' Coupon Landing Pages

- For businesses that run regular promotions, a landing page can be setup to allow prospects to grab the coupons they want as desired
- The first time a user grabs an offer, they are entered into an opt-in list
- Promotions of your coupon landing can be done via signage or social media and is a quick way to building a loyal following of opt-ins

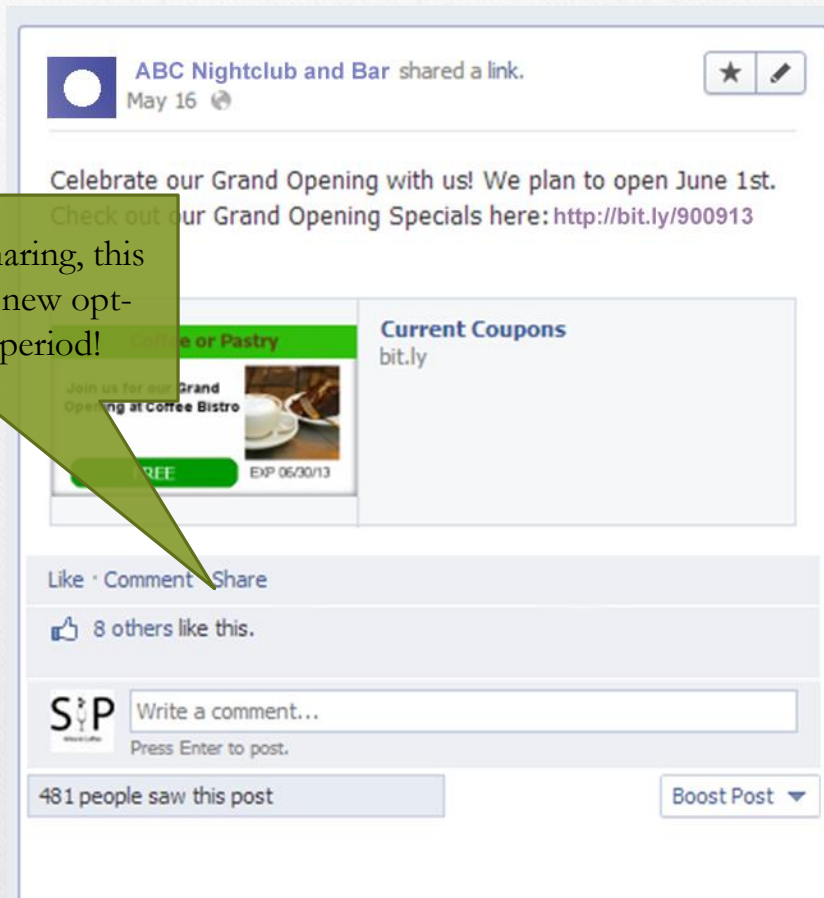


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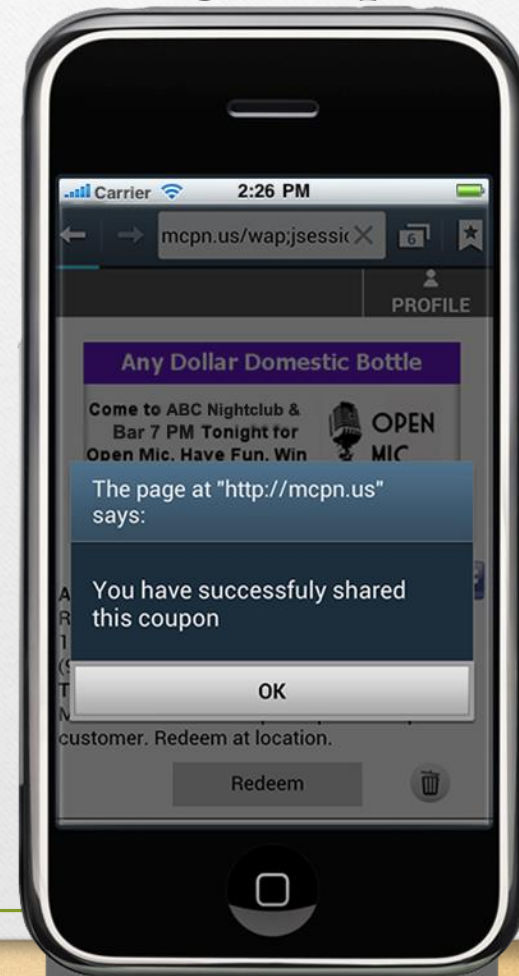
Viral Sharing

With viral sharing of offers, your opt-in list will grow quickly

Because of viral sharing, this offer generated 34 new opt-ins over an 3 hour period!



Tezz



Tezz Mobile Marketing Solutions!

SMS for Bars and Clubs is Affordable & Easy

SMS offers a low-cost investment with high value rewards.

- Reward repeat and loyal customers
- Provide a fun and engaging marketing channel that will drive sales
- Increase the speed and efficiency of alerting your customers of events



Tezz platform provides an easy, affordable, and fully functional platform for engaging with clients using the most premium and effective marketing channel there is today – SMS