

Tezz Mobile Solutions!

MOBILE MARKETING FOR LOCAL MARKETERS

Tips on Selling Mobile Marketing Current Trends in Mobile Marketing and How to Sell to Small Businesses

Tezz Mobile Solutions www.mytezz.com

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Define your business: what are you selling . . . is it a product, a service? Are you a consultant?

Define yourself: what are your points of strength?
Face to Face, Online, Phone, Social...

Define your skills: Can you build sites, generate campaigns, are you better at selling or building social pages.

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MOBILE MARKETING FOR YOUR SALON!

How Your Salon
Can Increase Sales NOW!

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MOBILE MARKETING FOR DOCTORS!

How Your office

Can reduce NO-Shows!

Reduce your call time by up to 70%.

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MOBILE MARKETING FOR YOUR DEALERSHIP!

How Your Auto Center
Can Increase leads NOW!

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Text Promotions Have Over A 94% Open Rate!

Advantages of Text Marketing

- Your Message Won't Be Ignored –
95% of Text Messages are Read within 15 Minutes!
- Reach Your Customers in Real Time, Wherever They Are –
What If You Could Have An Extra 15-20 Customers On Your Slowest Days?
- Increase Response Rates to as High as 35% -
Mobile Coupon Campaigns are Generating Average Redemption Rate of 10-25%!

**Attract and Retain NEW Customers
for a Fraction of the Cost of Traditional Advertising!**

Mobile Marketing Made Easy!

SMS Messaging Examples

**Exclusive Text VIP Offer: Save 20% on any Mon/Tues appt on any service.
Expires xx/xx.**

Text VIP Club: Mani/Pedi special, any Appt booked TODAY will get 20% off.

**Tuesday \$1 Dessert: This Tuesday, All Desserts are \$1.00 from 5pm-10pm
exclusive for Text VIP Club members**

BOGO Wine: Text VIP members buy 1 House Wine at Reg Price, get one free.
Tonight only, Monday xx/xx.



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QR code Demo Example

Put This QR Code in Your Car
Windows, Get Customer Opt-Ins
While You Are Sleeping!



Text Auto to 71441

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Empty Lot QR for Car Info
Polls to Qualify
Test Drives: Txt2Win
Service Reminders
Service Promotions
Your Car is Ready
End of Month Deals
Auto Tips & Education
Manufacturers & Suppliers
Segment: When, Models, Used, Svc

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ADD SMS Appointment Confirmations!

Not Only Reminds Client but Confirms Their Appointment – Clients Love the Convenience.

SMS Appointment Confirmations will reduce 'no-shows' (by up to 70%) and stimulate repeat business.

Less intrusive than a phone call, much easier and, most importantly, MUCH less time consuming for office staff.

You decide when each customer gets their confirmation:
(1 Day Prior, 2 Hours Prior, etc)

<NAME>, *UrStylist* would like you to confirm your appt on <WEEKDAY>, <TIME>. Please reply C to confirm or M to Miss. Or call us at xxx.xxx.xxxx.

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By now you should understand how important it is to build a DB of your loyal clients in an instant using such a powerful medium

- Mobile Coupons with Trackable Redemption
- Mobile Landing Pages linked to SMS, QR Codes or Opt-In Forms
- Schedule Campaigns in Advance, Set-It and Forget-It
- Multiple Keyword Options, Including Free System Keywords
- Easy Contests and Raffles
- Appointment Reminder and Confirmation System
- American Idol Style Voting, Surveys and Polls
- Customized Website and Social Media Opt-In Forms
- Complete Auto-Responder Sequences
- **Simple, Easy User Interface with Videos and Support**

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Mobile Website



- 2 in 5 users will access the web from their phone each month
- Mobile Landing Pages linked to SMS, QR Codes or Opt-In Forms
- Mobile users are looking for different types of information. More specific, to the point. Things like address of your store, menu, phone number etc...

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OUR PRICING & SERVICE PACKAGES

Full Mobile Marketing Management – Platform

- Texts cost from \$0.01 to \$0.045 each
- More features free with every account
- Envious client list
- Text credits never expire

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Personal Tips

- Attack one vertical at a time
- Solve a problem or address unknown need
- Do your homework
- Learn the product
- Try your demos before presenting them
- Be creative and interesting
- Use your skills and benefit from others
- Go to work! At least 20 touches per day.