

Tezz Mobile Marketing Solutions!

Economic Development



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

Tezz Mobile Solutions www.mytezz.com

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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2

SMS Engagement

Is your government communications network efficient and personalized? By using Tezz customer flow communication platform you can easily improve citizen services, build intelligent transportation systems, improve political campaign management, strengthen national security and manage overall resources more effectively. Make voters aware of your platform and what you stand for through social media, email, SMS and voicemail to reach a wider audience.

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3

SMS Engagement

Gain information and feedback from voters in your electoral district with online signup forms and surveys. Real-time feedback and what you do with that information can make or break an entire race. Make it easy for people to engage with your team and at the same time, collect all the user data for later. Forms and online surveys are very simple to include and reap huge benefits in the end.

Political marketing is a complex and time-consuming process. Automating some of your communication allows you to run efficient campaigns while reaching out to more of your supporters and gaining new fans.

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4

SMS for Campaigns Affordable & Easy

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

- **Educate your followers**
- **Provide a fun and engaging marketing channel that will drive Your campaigns**
- **Increase the speed and efficiency of alerting your customers of events**

