

# *Mobile Marketing Made Easy!*

## **MOBILE MARKETING FOR YOUR BUSINESS!**

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How Your Business  
Can Increase Sales NOW!

[www.mytezz.com](http://www.mytezz.com)

# Tezz Mobile Marketing Solutions

## Increase The Effectiveness Of Your Marketing Dollars!

Direct Mail \ Newspaper \ Clipper \ TV/Radio \ Billboards \ Yellow Pages

Track effectiveness and ROI of multiple advertising campaigns by using unique keywords for each ad



**Build your customer list quickly & easily using  
unique keywords in all of your advertising**

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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!**

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## Ways Dealers Use SMS Marketing

- 10X Redemption Rate Of Traditional Coupons
- Enhance Print/Online Ads – Text Call-to-Action & QR Codes
- Svc Appt Confirmations- Reduce No-Shows and Late Cancels
- Mobile Coupons and Offers - Target Slow Days/End of Month
- Contests, Raffles, Text-to-Win Games – Get NEW Customers
- Ask Campaigns- Customer Feedback, Voting, Qualifying
- Drive Traffic to Websites & Videos – Tracking ROI
- Virtual Business Cards and Staff Communications

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## **SMS Messaging Examples**

**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.

**Exclusive Text VIP Offer: Free Appetizer on your next visit with any \$10 purchase. Hurry, offer expires (in 5 days).**

Text VIP Club: Try our signature Bread Pudding for FREE, with any Entrée purchase, on ur next visit. Valid Only Mon-Thurs.

**Every Wednesday for Text VIP Club Members, buy any Drink at Regular Price and get your second drink Free.**

Bring some friends: 10% off your total bill with any party of 6 or more for VIP Text Club. Offer exp xx/xx.

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**We provide you with a FULL  
suite of Mobile Marketing tools**

- 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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Lots of businesses want marketing automation, in order to simplify their daily tasks and provide more targeted messages for their customers. Including marketing automation in your marketing strategy can open up new avenues, help you increase your revenue and reduce customer churn. But many, especially SMBs and nonprofits, believe that they cannot afford marketing automation. Other businesses simply feel that it is a waste of money and do not want to include marketing automation in their budget.

So what do you need to know when choosing whether or not to invest in marketing automation? If you are interested, you are entering a huge and growing industry. Doing your research about different marketing automation solutions will help you decide if your business should invest in such a solution. Have you considered the following points?

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## **Marketing Automation, When Used Properly, Reduces Cost**

When you pay for a marketing automation solution, you are actually paying for a reduction in the hours your staff has to spend communicating manually while increasing the amount of customers you can personally reach out to. Using marketing automation, you can reach thousands of customers in minutes with messages that are individually relevant to them. How long would that take doing it manually? You can create messages in advance and schedule them to send out at specific times (or based on triggers, such as a customer making a purchase).



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## **Simplify Marketing Campaigns for Staff**

Marketing automation is simple, and anyone can create automated campaigns. One staff member can run a whole campaign through email, social media, text messaging or any combination of communication methods. This efficiency allows you to make the most of your staff's time.

## **Marketing Automation can Bring in Additional Business**

In time, marketing automation truly pays for itself. Targeted messages have been proven to be more effective at drawing in business and converting customers than mass messages. Marketing automation makes this type of personal targeting possible for even small businesses by allowing you to automatically segment your customers based on their needs, preferences and history. It also shortens the sales cycle and makes it easier to nurture leads. By creating campaigns that will run throughout the year, you can stay in touch with your customers and build loyalty. Personalized promotions appeal to each customer's individual needs so they are more likely to make a purchase.

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## **So, Can You Afford Marketing Automation?**

Still not sure? Do your own research, and see how other businesses in your industry are using marketing automation. You can outpace your competitors if you use marketing automation to its full potential. And that, in itself, may be worth the investment.

Call us today for a free consultancy. Tezz Mobile Solutions as we like to call it, is an easy-to-use and powerful marketing automation platform that can automatically send individually targeted messages to customers at the perfect time, over their preferred mode of communication. It is the industry's first all-in-one marketing automation and communication solution.