

6 Reasons Why Your Company Should Be Using Mobile Marketing

1 Interactive

Mobile marketing uses wireless devices to:

- Provide customers with time and location sensitive information
- Promote goods, services and ideas
- Generate value
- Provide an instant connection with your customers and prospects



2 Adapt or Risk Extinction



Mobile devices are already effecting every aspect of your customers' lives. Giving you almost instant access to your clients — no matter where they are and what they are doing.

- **Half of the US Population (160 million people) have used mobile devices to download coupons & make online purchases**

3 QR Codes



With QR Codes, you can collect the most valuable asset you can possibly get from advertising – **information about who your customers and prospects are** including what you did to capture their attention and where they were when you sparked their interest.



4 Mobile Websites



Consumers actively search on their mobile phones—that means they may be looking for your company. You need a mobile-optimized website so that customers can find the information they are looking for without frustration.

Desktop Website



Non Mobile-Friendly Website



Mobile-Friendly Website

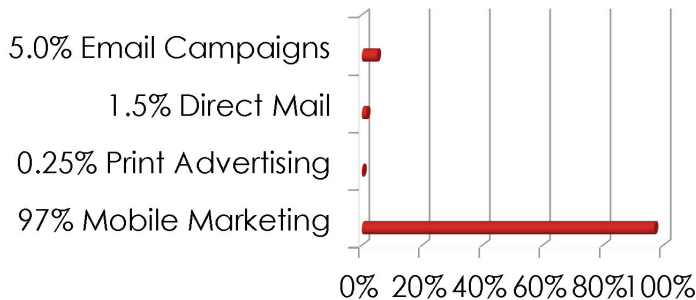


5 Call to Action

People are making purchases directly through their mobile devices. Mobile Marketing provides a "Call to Action" to encourage your customers to act now.

Mobile Coupons have a redemption rate 20x higher than paper!

Comparison of Marketing Read Rates



6 Measurable ROI!



What would an average of 3-12% redemption rate do for your business?

$$\text{Customers in your database} \times \text{5\% Redemption rate on each Promotion or coupon} \times \text{Average Transaction} = \text{ROI}$$

What are you waiting for...

GO MOBILE!