

Cross-Channeling

Welcome to our monthly newsletter.

We have a number of new announcements this month.

First, we have decided to name our newsletter: CROSS-CHANNELING

Cross Channel Marketing is using one Marketing Channel, like Text Messaging to support or promote another channel, like Direct Mail, or Print Advertising.

The purpose of our newsletter is to keep you up to date on the latest mobile marketing news, and to let you learn how to more effectively use our services to improve the profitability of your business.

Our next big announcement is that we have significantly upgraded our text messaging service.

During the past few months a couple of our clients were having problems getting text messages sent out in a timely manner. We immediately brought this concern to our text messaging supplier. Unfortunately they could not resolve this issue to our clients liking, so we decided to make a change.

After carefully evaluating over ten text messaging suppliers we are now affiliated with a much more powerful, responsive text messaging service. This change will significantly improve our services at no additional cost to you.

We can now provide all of the following cross channel mobile marketing tools to help you grow your business:

- SMS text messaging
- MMS text messaging (text messages with video)
- Voice Broadcast
- Mobile Coupons
- Email Marketing
- Appointment Reminders
- IM Messaging
- Text-to-Screen
- Mobile Voting



Your sales consultant has probably already called you to announce these exciting changes. They will be coming in to meet with you to help you learn how to implement these marketing channels to maximize their impact for you.

As we announced last month, Jeremy Femino has moved from sales to consulting to help you maximize the impact of your mobile marketing investment with us. If he has not had an opportunity to meet with you to help you this month, he will definitely do so in January.

We have also included in this newsletter some industry overviews that help you learn more about mobile marketing.

We appreciate your business, and wish everyone a Happy Holiday Season.

Your Partners in Profit,



For more information about our new text message all in one service go to this address:

http://www.youtube.com/watch?v=6-SGfHexLMg&feature=player_embedded

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iTextUSA provides businesses with unique, engaging, and effective mobile marketing, using text message campaigns, QR Codes, Video, Location-based, Mobile Web Apps, Mobile optimized Web Sites, and more.

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TOP 10 SMALL BUSINESS PREDICTIONS FOR 2012

- Volatility Ahead** - have flexible long-and short term plans to shift gears quickly
- Multi-Channel Marketing** - It is the "Right Time" for these new tools that help better analyze complex customer behavior
- More Cheap On-Line Ads** - Innovative and less expensive methods to grow your business will continue to explode in usage
- Customers in Charge** - Involve customers directly in merchandising and marketing by using Social Media and Mobile Text Voting
- Mobile Purchasing Growing** - M Commerce doubled in 2011, and is expected to quadruple by 2015
- Credit is Going to Get Easier** - Underwriting standards will continue to loosen to let business owners have access to more credit
- Services Head Offshore** - Service sector businesses will be in demand overseas
- Daily deals die down** - Most business owners lost money doing daily deals and the daily-deal space is oversaturated.
- Retail Format Experimentation Picks Up** - Expect more retailers and restaurants to experiment with their store layouts. Cheaper, smaller foot-prints work
- More Collaborations** - Small businesses that stay afloat will be the ones that reach out to complementary businesses in their town, or industry to find ways to help each other.

(This information was an adapted excerpt from www.entrepreneur.com/blog/printthis/222419.)

6 TIPS FOR MARKETING YOUR BUSINESS WITH VIDEO

1. Offer Value
2. Include a Call to Action
3. Address Objections
4. Pick a Focus (single message)
5. Upload your video to your web-site
6. Keep it Short (close to a minute, if possible)

As you know we provide mobile ready video's (accessed by QR codes) to help you reach and connect with your customers. Video is attractive to web surfers. By adding a smile, and a happy face you can build rapport with your customers to help them better relate to your business on a more personal level.

(This information was an adapted excerpt from "The Social Wave: Why Your Business is Wiping Out with Social Media and How to Fix It" by Starr Hall.

In reviewing these two articles it appears our services can help you have a more successful 2012. We are here to help. Call us today...

Our Client's QR Codes

Scan them with your smart device to view their web apps!



Brix Pubaria



Carriage House
Cafe



CoffeeMania



Ithaca Ale House



Jack's Grill



JR Dill Winery



Seven Valley Realty



Scale House Brew Pub



The Stone Lounge