

# Cross-Channeling



## Welcome to our monthly newsletter.

Welcome to 2012 from everyone at iTextUSA Mobile Marketing. We are committed to help you have your best year yet. Please feel free to call us should you have any mobile marketing questions. Our team of experts will do whatever we can to help you grow your sales and improve your profits.

It was Wayne Gretzky who said that a great hockey player plays where the puck is going to be. It's the same with small business owners. Our role is to help you get and stay ahead of the curve. We have added a number of new mobile marketing services in the past month to help you do just that:

- SMS and MMS Text Messaging Options
- QR Codes (Traditional and Color, Customized)
- Mobile Apps
- Email and Social Marketing Opportunities

If you have a moment check out our updated web site to learn all about these new services ([www.itextusa.net](http://www.itextusa.net)).

We are pleased to announce the addition of these new businesses to our list of clients during the past month:

- Shops at Ithaca Mall
- Home Plate 54
- WHXC
- Pro Archer
- SUNY College of Environmental Science and Forestry
- Nutritional Wellness Center

### MOBILE FACTS OF INTEREST:

- Retail sales of smartphones and tablets accounted for 11% of all online sales in December.
- Email Marketing is currently bringing in \$40 for every dollar spent.
- 1/3 of this year's SuperBowl ads will be Shazam enabled. The Shazam application allows smartphone users to have further interaction with the advertised brands.
- The share of online retail dollars attributable to mobile devices doubled from April to December this past year.
- Consumers now spend more time on mobile devices than with print media.
- 100 Million tablets are expected to be sold this year.
- Smartphones users now reach 50% of the U.S. mobile phone market, up from 18% just three years ago.
- The number of people on mobile devices is growing 4X faster than PC adoption, and 2X faster than the internet adoption.



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We live in an era where the most highly engaging media platform (mobile devices) is exploding. Call your iTextUSA professional today to learn how our new state-of-the art products and services can help you maximize your investment with us.



*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.*

*iTextUSA*

159 Drake Rd  
Lansing, NY 14882

Phone: 888-690-7740  
E-mail: [tim@iTextUSA.net](mailto:tim@iTextUSA.net)

***Go Mobile, Be Mobile***

**iTextUSA.net**



#### **5 TIPS TO HELP IMPROVE YOUR PERSONAL PRODUCTIVITY:**

1. Stop Multi-Tasking. Switching from task to task quickly does not work according to recent studies, in fact it reduces your IQ.
2. Be militant about eliminating distractions. Go to a quiet area and focus on completing one task.
3. Work on your own agenda. Don't let others set your priorities.
4. Work in 60 to 90 minute intervals. Your brain uses up more glucose than any other bodily activity. It's spent after 60 – 90 minutes. Take a break and get recharged.
5. Work backwards from goals to milestones to tasks. Break down your work into small buckets to help you get things done.

#### **3 Suggestions to avoid the Winter Doldrums:**

1. Take a poll of your customers. It's a great time to involve your customers. Give limited time coupons to participants to increase traffic.
2. Network More. Start a new mastermind group of local business owners and play host to everyone in the group.
3. Look for opportunities. If competitors are going bust, or scaling back, it might be time to market more aggressively to capture market share.

#### **4 NEW YEAR'S RESOLUTIONS FOR BUSINESS OWNERS TO CREATE MORE WORK/LIFE BALANCE AND RECHARGE YOUR BATTERIES:**

1. Delegate more. Eliminate time spent on time consuming tasks that don't build your business. Marketing and Innovation are the only two activities that truly add to your bottom line.
2. Improve the effectiveness of your efforts by concentrating on the 20% of your activities and clients that generate 80% of your sales and profits.
3. Streamline your processes by developing a company culture around the idea that you're always looking for the best, most efficient approach.
4. Don't satisfice by hiring the most convenient applicants. Hiring the right people is likely the most important task you have. Time spent interviewing, evaluating and determining the right people will pay off big dividends in the future.

#### **2 Suggestions on How to Keep Your Customers Coming Back:**

1. Make a personal connection. Keep track of important dates in your client's life by utilizing an accurate customized database and send them text or email messages on those special dates. Everyone wants to feel special, acknowledged and recognized.
2. Create Customized Mobile Deals. Smartphones are so powerful today. Use them to ensure your customers know how much you care.

# Our Client's QR Codes

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



Brix Pubaria



Carriage House  
Cafe



CoffeeMania

Scan with your smartphone to view our Mobile Web App



Scan with your smartphone to view our Mobile Web App

Ithaca Ale House



Jack's Grill



Holmes Plate 54

Scan Code with Mobile Device



Scan Code with Mobile Device

Seven Valley Realty



SUNY College of Environ-  
mental Science and  
Forestry



The Stone Lounge