

Cross-Channeling



Welcome to our monthly newsletter.

Exciting things are happening at iTextUSA. We are pleased to announce that earlier this month we became the exclusive SMS provider for Fox and Hound and Bailey's Sports Bars. Between these two organizations they have over 80 locations (from NJ to AZ). We have sent out almost 50,000 text messages with them in the first few weeks. They ran a special opt-in promotion which provides four unique beer related prizes each week as a way to induce their customers to opt-in to the database. We are thrilled they have chosen iTextUSA Mobile Marketing.

Next week we will be promoting iTextUSA Mobile Marketing at the National Restaurant Association Trade Show in Chicago. We anticipate over 60,000 restaurant owners will go by our booth during the four days of the show. This has been a huge undertaking and we are really looking forward to growing our business outside of CNY thanks to this show



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

- Fox and Hound
- Tioga Reality Check
- Ron Don's Village Pub
- Spruce Row Campground

QR Codes: Do they work?

Well one thing is certain: consumers are using QR codes

In June 2011, 14 million people nationwide used them. This number is impressive given the fact that QR readers must be downloaded, not to mention the confusion created by different types of codes and tags.

It is clear that QR codes have their place. Like any marketing channel, they are not a sure way to reach every single person. And just like effective marketing leverages many channels and tests those channels to determine the right mix and pace for best engaging a particular target segment, so too must mobile marketing.

So when do QR codes work? They work when consumers have control over time.

The following settings are perfect for QR codes:

- Print
- In-store
- Billboards around town in settings where people are walking around
- Public transportation

QR codes do not work when time is fleeting or the QR codes are moving. QR codes simply are not worth the money in these settings:

- Television
- Highway billboards

Inside this issue:

QR Codes: Do They Work?	1
SMS Marketing	2
More on QR codes	3
Cross Channel Advertising	3
Our Client's QR Codes	4

SMS Marketing

Arguably, SMS (text messaging) is one of the best channels available to that help small business owners reach consumers even if they don't have a smartphone. Brands such as Starbucks, Coca-Cola and General Mills have all increased their databases by implementing text messaging into their overall strategies.

SMS is a great way for brands to connect with consumers on a deeper level. Additionally, small business owners are able to build their databases to better target users in the near future. Here are a few companies who successfully used SMS this past quarter:

1. Westlake Ace Hardware, which operates 88 Ace Hardware stores in several states, used SMS to deliver weather-related text alerts and special offers to help consumers prepare for when the bad weather hits.

Through the SMS initiative, users were encouraged to opt-in to receive weather-related mobile notifications based on their ZIP code.



Additionally, Ace Hardware integrated the campaign with the National Weather Service to provide timely, location-based weather notifications.



2. Coca-Cola is no stranger to SMS and it was no surprise that the company was going to tap the channel when it came to promoting its latest initiative centered around March Madness.

Coca-Cola's Coke Zero ran an interactive SMS program that rewarded users with prizes when they watched March Madness games.

The campaign centered around the 2012 NCAA Division I Men's Basketball Championship games and during the games, an SMS call-to-action was promoted with on-air keywords and alerts with the Coke Zero logo that prompted users to text-in to win prizes.

3. Department store JCPenney thought outside the box when it came to promoting its Easter dresses.

The time-sensitive campaign centered around JCPenney sending out SMS messages to its opted in consumers to drive them in-store for a one-day event.

Additionally, the SMS message included a link that let



users shop Easter clothing from the company's mobile site.

This is a good example of a company that is using their current mobile database to reach its customers and drive sales.

4. Reese's ran a text-to-win promotion as part of a bigger push to interact with sports fans.

Sports fans were encouraged to text the keyword REESES to the short code 44144 for a chance to be entered to win prizes.

From there, users were sent back a message to enter their birthday and email address.



Additionally, the SMS message also included a link to Reese's mobile site where users could learn about the rules of the game.

The campaign helped Reese's start a dialogue with users and then continue it by sending more relevant SMS messages.

5. Starbucks When it comes to mobile, Starbucks is one of the companies that leads the pack no matter what channel they are using.

To promote its My Starbucks Rewards program, the company ran an in-store call to action.

The call to action was positioned near the drink counter so that when consumers waited for their drinks they could text-in.

Coffee lovers were encouraged to text the keyword GOLD to the short code 697289 (MYSBUX).

When consumers texted-in, they received a message from Starbucks that thanked them for their interest in the program.

For this instance, SMS helped Starbucks build up its My Starbucks Rewards program.

Additionally, but using the in-store call to action, the company was able to reach more consumers while they were waiting for their drink.





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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More on QR codes:

One nice thing about QR codes is that they are customizable. You can design a QR code to reinforce your branding in a unique way.

QR codes can be designed in the form of logos or any whim of your own creativity. They can fit into your marketing collateral.

I recently saw a great example of a QR code using relevant imagery in a campaign for the fight against cancer.

The ad invited people to scan the code to find out more information on canceritspersonal.com and incorporated the iconic ribbon directly within the QR code. That is recognizable and impactful.

QR codes are also immediate. They provide an opportunity to bring consumers directly to a rich experience, but that means they must have control over time.

QR codes are also the new, shiny object. Everyone wants to seem innovative.

While we know that QR codes reach tech-savvy consumers who are interested in using new tools and interacting with brands in new ways, they are also branding-building tools.

For companies looking to maintain a hip public image, QR codes inherently project a tech-savvy imagery of a forward-thinking brand.

Cross-channel advertising is key.

There is a mobile revolution taking place with both consumers and brands. There is also an increased number of users accessing content from multiple mobile screens. Additionally, the mobile audience is very fragmented.

According to data from eMarketer, there were 90.1 million smartphones in the United States in 2011 and there are expected to be 148.6 million smartphones in the U.S. by 2015.

Research has also shown that adults aged 18-54 years old view six to seven different screens a day, showing the opportunities that marketers have to reach consumers across multiple platforms.

According to mobile marketing experts, advertisers who use three or more platforms for their campaigns see that the ads are 21 times more effective.

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



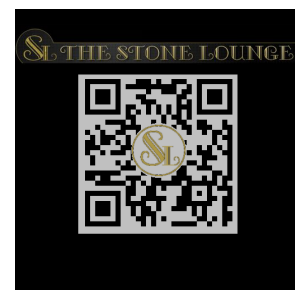
Jack's Grill



Holmes Plate 54



Seven Valley Realty



The Stone Lounge



SUNY College of Environmental Science and Forestry



Elmore Enterprises



Pro-Archer



The Shops at Ithaca Mall



Green Home Heroes



JR Dill Winery



Scale House Brew Pub



Seven Valley Student Rentals