

Mobile Marketing Monthly Update

iTextUSA



Our Newest Clients:

- Ithaca Ale House
- Sea Change Chiropractic
- Classic Optical
- 7 Valley Realty
- 7 Valley Student Housing

Welcome to iTextUSA's second newsletter!

In order to help you grow your business and improve your profits we are providing this monthly newsletter.

In the past month we have done the following to help us help you:

Improved our web-site (www.itextusa.net) to include more QR codes to better explain what we do, and how we can help you.

Extended product listing. We now offer QR codes, text messaging and various video mobile platforms to enhance your marketing capabilities. One of these new programs is a mobile app that our clients can use to help your customers learn what items they have for sale and where they can be found (real estate, apartments, automobiles, etc.).

Added two more part time marketing consultants

We have decided to add a value added service for you. Effective immediately we have created a consultative division to help you maximize the return on your investment with us. There is no charge for this service.

In order to help you generate more business we have reallocated Jeremy Femino from sales to Consultative services. Jeremy will call you sometime in the next week to set up your initial consultative appointment. His function is to find out how you are implementing our mobile marketing services, what success you are achieving, and how we can help you incorporate mobile marketing into all of your marketing strategies to maximize your ROI on our services.

Our commitment is to provide these complementary services for you every sixty days. Our objective is to do everything possible to help you maximize your results. We look forward to helping you in any way we can.

We truly appreciate your business and want to be a valuable resource to help you get your clients to spend more of their money with you, more often. Growing your business and improving your profits is what we are all about.

The mobile marketing industry is exploding and we want to help you maximize its impact.

Mobile marketing does not stand alone. Rather, it leverages other forms of communication including print, radio, TV, online, and in-store ads. Make sure you include your text messaging and QR code on all of your advertisements to maximize your opportunities.



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TIPS TO GET YOU STARTED WITH MOBILE MARKETING

According to Global Mobile Statistics 2011, a mobile research report from mobiThinking, there are 5.3 billion mobile subscribers: that's 77 percent of the world population, and ComScore pegs the number of U.S. smartphone owners at 82.2 million people.

Given the surge in adoption of mobile phone usage by consumers, it's easy to see why small business and ecommerce website owners want to boost their marketing efforts with mobile marketing (SMS marketing) techniques.

When is Mobile the Best Marketing Choice?

All types of marketing strategies are not suited to all types of businesses, but text marketing is a good way to communicate with customers about your promotions, contests and other campaigns that are likely to interest younger mobile-enabled consumers.

Jeff Judge, co-founder and CEO of Signal, a company that provides mobile, social and email marketing in a single platform, said it is important to remember that unlike traditional email marketing, mobile marketing isn't designed for more general and lengthy "what's new" type newsletters and longer promotions.

"Mobile marketing drives value and gets people to your kiosk. People pay for text messages so your marketing message must provide an immediate now or today value for customers," said Judge.

Another thing to keep in mind when choosing to use SMS marketing is to remember that mobile -- like social networking -- is not a marketing channel you can use once and then drop it.

"Don't treat text marketing as a test where you jump in and try it and then drop off," said Judge. "If you don't communicate with your mobile customers for a period of ninety-days to six months they will be surprised to get a message from you. Just like Twitter, you need to focus on value to keep retention going."

Mobile Marketing Best Practices: Use Double Opt-In for SMS Marketing

While it may not be any more difficult to build a text marketing list than an email list, you should start with a strong call-to-action to encourage immediate sign-up and also advertise your SMS program to build and grow your list.

Judge said it is best to put your mobile program details on the main page of your website, in emails and also to make it option in Web-based member profile forms. The easier you make it for customers to opt-in to mobile, the more subscribers you'll get.

One reason businesses have difficulty growing a mobile marketing list is because their SMS program may not be consistent with the business.

"It might be that mobile isn't suited to your demographic. Perhaps your demographic wants to use an app and not text," said Judge. "To be successful you need to understand your customer base and understand the

composure. "

Mobile carriers have a strict set of guidelines that regulate the SMS marketing industry. With SMS, opt-in customers send a text message, typically a keyword, to a short code. For example the call-to-action is something like: "text commerce to 12345."

"This is a single opt-in experience, but best practice is to send that customer a message when the mobile phone number is added to

confirm he or she wants to receive mobile communications from you. A double opt-in ensures compliance with guidelines and confirms that this person really is interested in participating in your program," said Judge.

He also said that if you're not following those basic principles of SMS marketing, then you might see high growth but you'll also see a high percentage of "mistakes" that quickly leave the program.

9 Tips to Get You Started with Mobile Marketing

Jeff Judge offered the following tips to take some of the guesswork out of SMS marketing for small business and ecommerce site owners looking to get started with text messaging customers.

- * Keep it simple and determine what you are trying to drive with this mobile message.
- * Consider mobile in combination with other channels and post across mobile, Facebook, Twitter, email and any online communications channel you use.
- * Remember that customers pay for text messaging, so don't send a lot of messages. One or two per month is plenty.
- * Use a single marketing platform to obtain reporting across all your marketing channels (e.g. email, social and mobile).
- * Make sure your mobile message contains an immediate value (e.g. a promo or contest entry "now").
- * Use a strong call to action (CTA) in mobile marketing messages that is consistent with your customer demographic.
- * Make your mobile SMS easy for customers to opt-in (e.g. scan a QR code or text a simple code to a number).
- * Enforce a double opt-in for mobile subscribers. After the consumer has opted-in send a confirmation message.
- * Advertise your mobile subscription everywhere you do business -- your website, email newsletter, store kiosk -- anywhere you do business.

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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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Go Mobile, Be Mobile

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IS MOBILE THE KEY TO CREATING A CUSTOMER SERVICE COMPETITIVE ADVANTAGE DURING THE HOLIDAYS?

THE GROWING POPULARITY of smart phones and tablet devices should prompt businesses to re-evaluate the way they look at customer service.

Consumers are no longer tethered to their desktops for shopping purposes, and brands must reflect their understanding of this shift.

By delivering rich support to prospects anywhere and on any device, companies are better positioned to solve customer problems, encourage increased average orders and lay the foundation for repeat business.

Nowadays, customer service is an integral part of the shopping experience, and that experience is increasingly mobile.

Shopping is currently an activity best done with mobile device in hand. Particularly for consumers researching big-ticket items, it makes sense to go see the item live and simultaneously research it on a mobile device such as a smartphone or tablet.

Businesses capable of reaching prospects on these devices have a



significant advantage in their markets.

Consumers and business users clearly want to get more done during the day, whether they are in the office, at home or on the road.

Tablets increase their productivity – to a point.

For users to realize the full potential of their mobile devices, those with whom they do business must enable mobile applications. This is true in customer service, as well, which is increasingly aware of the need to meet customers wherever they are.

If company A requires a consumer to seek service on the phone or via a desktop computer and company B is accessible via mobile device, it is easy to predict which organization will win more business.

Mobile-ready customer service also makes brands more accessible to consumers, and therefore more attractive.

Our Client's QR Codes

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



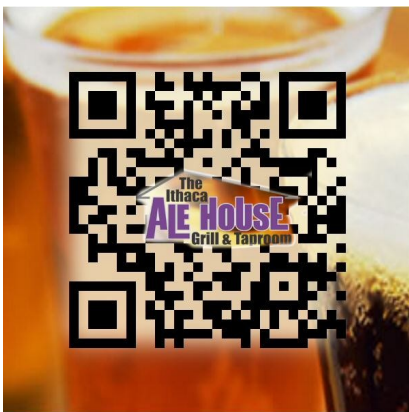
Brix Pubaria



Carriage House
Cafe



CoffeeMania



Ithaca Ale House



Jack's Grill



JR Dill Winery



Fingerlakes Miche
Bags



Scale House Brew Pub



The Stone Lounge