

## Interacting Instantly and Efficiently with Your Target Market

Mobile texting lets you compete for customers' attention effectively and gives you the ability to respond and engage in real time with measurable results. Not only does texting have unprecedented reach, it has unassailable effectiveness. Ninety percent of all text messages are read within three minutes of delivery – and over 99 percent of all text messages are read by the recipient.<sup>1</sup>

### Experience the Unrivalled Reach of Mobile Texting

- : **Promote** – Feature new products and services by sending offers to your customers
- : **Voting** – Engage customers with your brand through mobile voting
- : **Alerts** – Maintain customer loyalty by keeping them up to date and informed
- : **Store** – Drive customers to your locations
- : **Survey** – Gauge customer satisfaction via quick mobile surveys

Mobile messaging is flexible. You can change your message as often as you like. The changes will be effective immediately. You can make one promotional offer for a lunch special and then change the message before dinner. You can promote inventory overages and then stop the message when you reach desired levels. There are numerous ways to customize your message – the weather (“rainy day movie special”), holidays (“treat your dad to dinner without breaking the bank”), local events (“everyone saves \$7 if the Bears win tonight”), etc.

### Why Mobile Texting?

- : Reach consumers who are requesting information as they are making buying decisions.
- : Use the text code in all other advertising to further drive customers to your business.
- : Develop a subscription list to text potential customers instantly up to three times per month.
- : Update loyal customers with business offers in real time.
- : Leverage an advertising medium that is affordable and drives quick return on investment.
- : Manage your campaign and have access to 24/7 reporting through an online portal.

### Why Marquette Group?

- : **Expertise** — We can help you understand where the real mobile opportunities lie and build a program that will improve customer engagement, reduce costs and increase revenue.
- : **Ease and Efficiency** — We can integrate the power of mobile into your advertising and leverage this new channel into your next generation of customers.

<sup>1</sup> CTIA – Wireless Quick Facts, 2010

: **Versatility** — We offer you a variety of texting solutions to match your lead generation goals.

## Mobile Texting Frequently Asked Questions

### Why should I purchase a mobile text product?

Nine out of 10 U.S. adults currently use at least one mobile-capable device.<sup>2</sup> Adults that carry a cell phone keep it nearby for the majority of their day, meaning their mobile devices are used more than their laptop or desktop computers.

### How do I know that texting is right for my business?

Texting campaigns can be used for a variety of applications. If you have a need to reach customers immediately, with anything from a limited time offer, discount coupons or a service reminder, then texting is right for you.

### Why do I need texting if I already have other advertising?

Mobile texting compared to other mediums allows you to communicate in real time. Customers are connected to their mobile phones at most times and the majority of text messages are read within three minutes of being received.<sup>3</sup> You can also leverage your other forms of advertising by adding your text number to all your ads and locations.

### Does texting only work on smartphones?

No, texting will work on most mobile phones, provided the recipient has a “text enabled” plan. Approximately 196.9 billion text messages are sent in the US each month<sup>4</sup>, and 93 percent of the U.S. population carries a text capable phone.<sup>5</sup> Sixty-six percent of people with phones use text.<sup>6</sup>

<sup>2</sup> Experian Simmons 2010

<sup>3</sup> CTIA – Wireless Quick Facts, 2010

<sup>4</sup> CTIA – Wireless Quick Facts, April 2012

<sup>5</sup> CTIA – The Wireless Association, October 2010

<sup>6</sup> comScore August 2010