

**HOW TO MAKE A  
HOJILLION DOLLARS  
WITH MOBILE MARKETING**

Dear Warren,

Imagine if you could have your own personal billboard, right in your customers' pockets. With cell phone text messaging, this kind of contact is not only possible—it's targeted, low-cost, and very effective. Consider:

- Four out of five people keep a cell phone with them at all times
- One-third of all mobile phone users sends or receives text messages
- 21-32 year-olds use texting more than actual voice calls

The market is ready, but the key to success is execution. Let's face it, people are already bombarded with advertising from every direction, and we're usually doing everything in our power to avoid ads. DVRs were invented to skip through commercials. Junk mail goes straight into the trash. Ad blockers erase banner ads from websites. Most people would love to take e-mail spammers and telemarketers into a locked room with a baseball bat.

Text/SMS messaging is different. Done correctly, mobile advertising reaches highly receptive customers instantly. It's opt-in and spam free. Of all text messages, 95% are read (most of them immediately), and U.S. consumers respond to 12% of all mobile ads. Plus, next to nobody else out there is texting, so the message doesn't get lost in a sea of noise from other businesses.

Now is the time to get into text/SMS marketing. Mobile advertising is in its infancy, but the industry is primed to explode in the same way as it has in Europe, where 75% of people receive a text ad

every month. Within four years, U.S. text message marketing is expected to grow to a \$4 billion dollar industry. There is no question that mobile advertising is going to be huge, and the opportunity that exists to set the standard instead of becoming an also-ran will not last forever.

Consider: Barack Obama's presidential campaign recently made headlines by using mass-scale text messaging to announce his vice president, Joe Biden. Just one word-of-mouth promotion ended up netting Obama over 10,000 direct contacts for volunteering and donations. This is just a glimpse of the coming wave in mobile marketing.

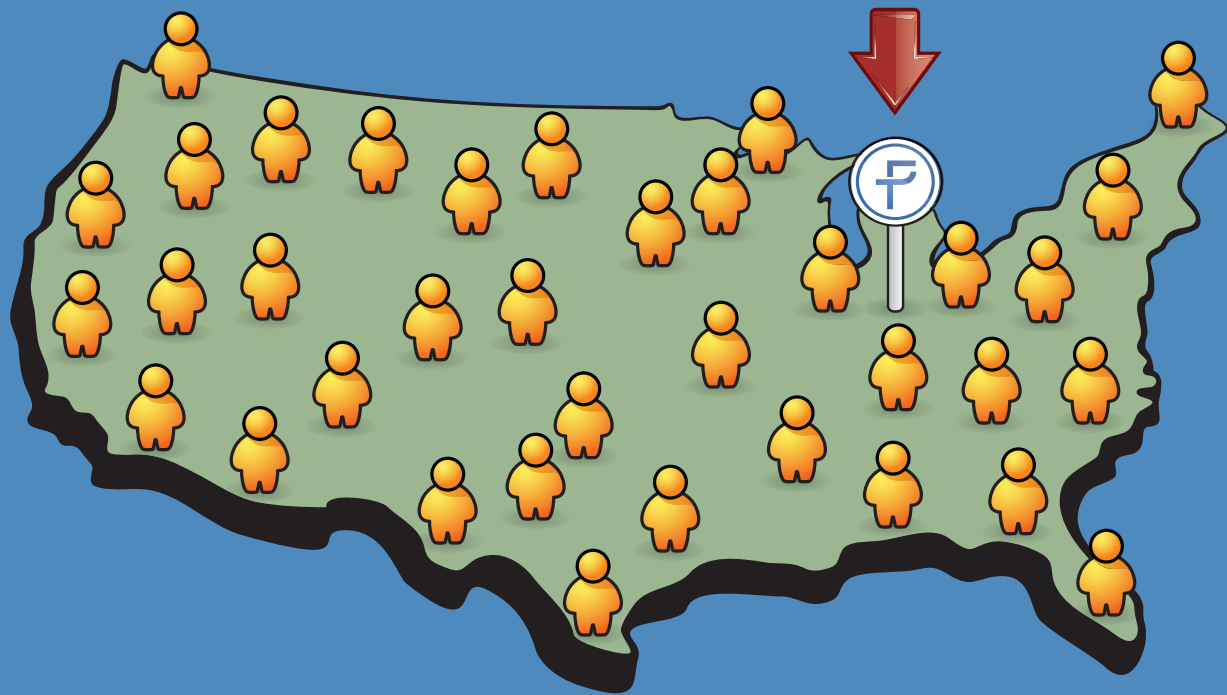
It's a wave that your business could benefit from, and I'd like to talk to you about how Floyd & Partners can help you get into the world of mobile advertising. I will phone you. In the meantime, thanks for taking a look.

Best regards,



Bob Floyd  
President/Creative Director





## THE PROBLEM

How do you make a sales pitch reach diverse people, across  
a wide area, and stand out from your competitors?



CELL PHONE = BILLBOARD

## THE SOLUTION

Use the technology that people take with them everywhere  
and respond to immediately: the cell phone.



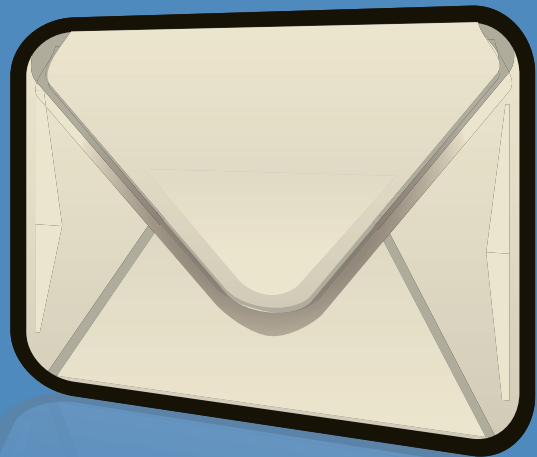
BY REQUEST ONLY

## MOBILE IS... WANTED

A far cry from spammy emails or junk-mail circulars,  
mobile marketing is effective because it's sent by request only.

Sign-up verification, simplified opt-out, and offers worth responding to  
translates to happy customers who look forward to your promotions.

8 DAYS



8 SECONDS



## MOBILE IS... IMMEDIATE

Why wait for a week to see your business pick up? Text messages are received instantly, giving customers plenty of time to take action.

It's the luxury of running ads exactly when your business needs them. Best of all, you won't need a crystal ball know when the timing is right.



**MORE IMPORTANT THAN UNDERWEAR**

## **MOBILE IS... STICKY**

People bring their mobile devices everywhere they go. Text messages are a chance to sell every time the phone rings:

Coupons that don't get left at home; event details that won't get lost in the shuffle; promotions that live in your customer's pocket.



PENNIES



HUNDREDS

## THE POTENTIAL

Even with minimal promotion, you can receive a 10:1  
return on your investment.

In the U.S., mobile marketing messages get read by 75% of recipients.

One in seven recipients take action.





## THE PROGRAMMING

Keep customers coming back to your business. Send mobile coupons, special event invitations, news updates, games, multimedia, surveys, keyword responses and more.



## CALL TO ARMS

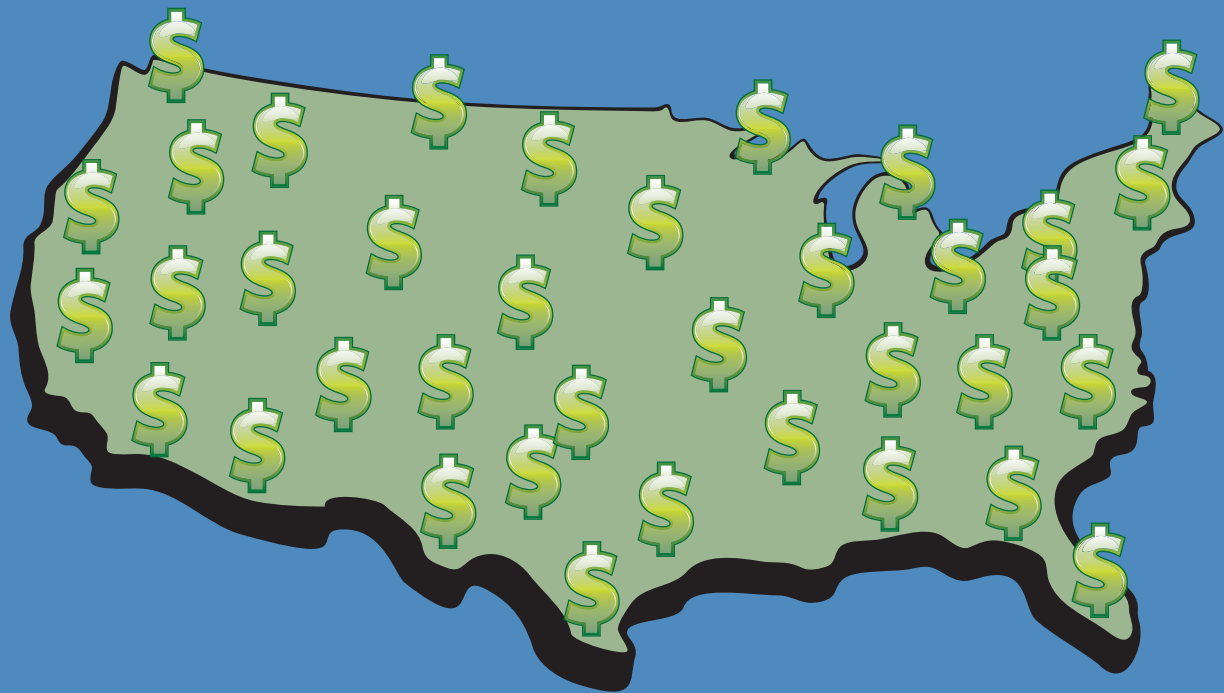
A thousand voices in unison turn a whisper into a shout.

Mass text messages let you coordinate and focus your constituents,  
to make sure that letter-writing, email, phone call, and petition  
campaigns come through loud and clear.



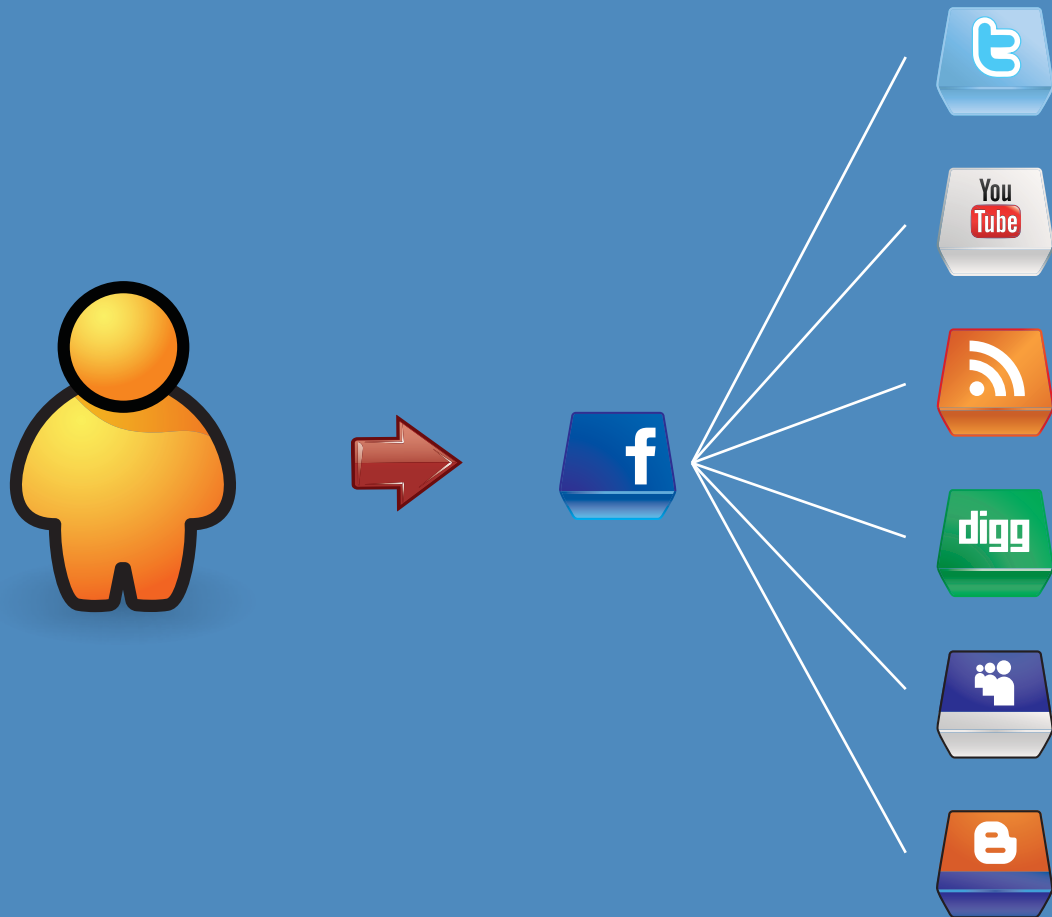
## NEWS ALERTS

Make sure that, whenever important news occurs, your constituents are the first to know.



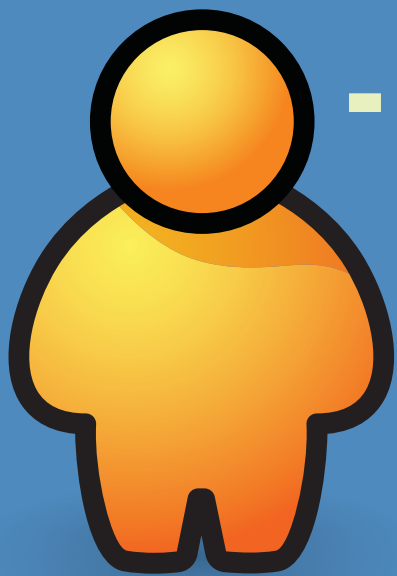
## SUPPORT THE CAUSE

Mobile fundraising is more convenient than conventional campaigns because operators are available at the touch of a button. It's also targeted solely at your supporters, costs less to carry out, is less obtrusive into donors' lives, and can be executed quickly to coincide with real-world news events.



## FRIEND ME

Whether it's blogging or twitter, facebook or youtube, del.icio.us or digg, online social media is the new word-of-mouth. Text messaging is an inherently social action, making mobile marketing a perfect entry point for the social networks.

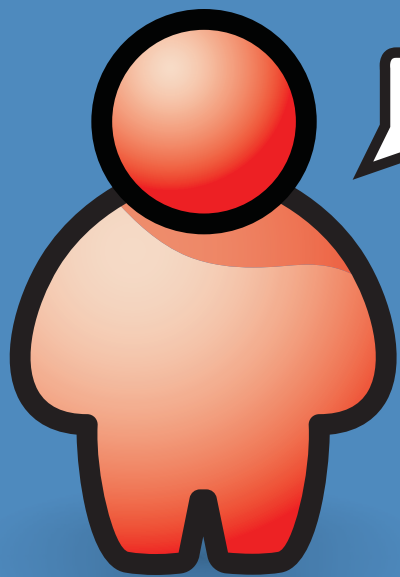


TEXT  
"FANDP"  
TO  
2607973187

**TRY IT  
NOW**

See how simple a texting program can be.

Text "FANDP" to (260) 797-3187  
to see a sample message right now.



TELL: CUSTOMER

## PROMOTION, SIMPLIFIED

Mobile campaigns are beautiful in their simplicity. A simple text message, and users are subscribed. Send thousands of messages with the click of a button, and watch your sales grow.

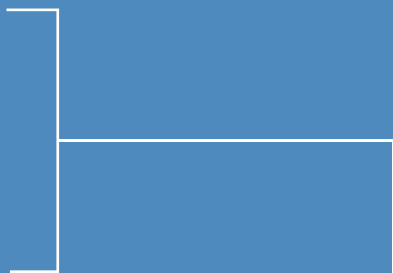


TXT: SUBSCRIBE

## IMMEDIATE GRATIFICATION

The customer receives a welcome text immediately after sign-up.  
This demonstrates the value of participating in your campaign and familiarizes them with how the messaging system works.





**COUPON  
ACTIVATED**

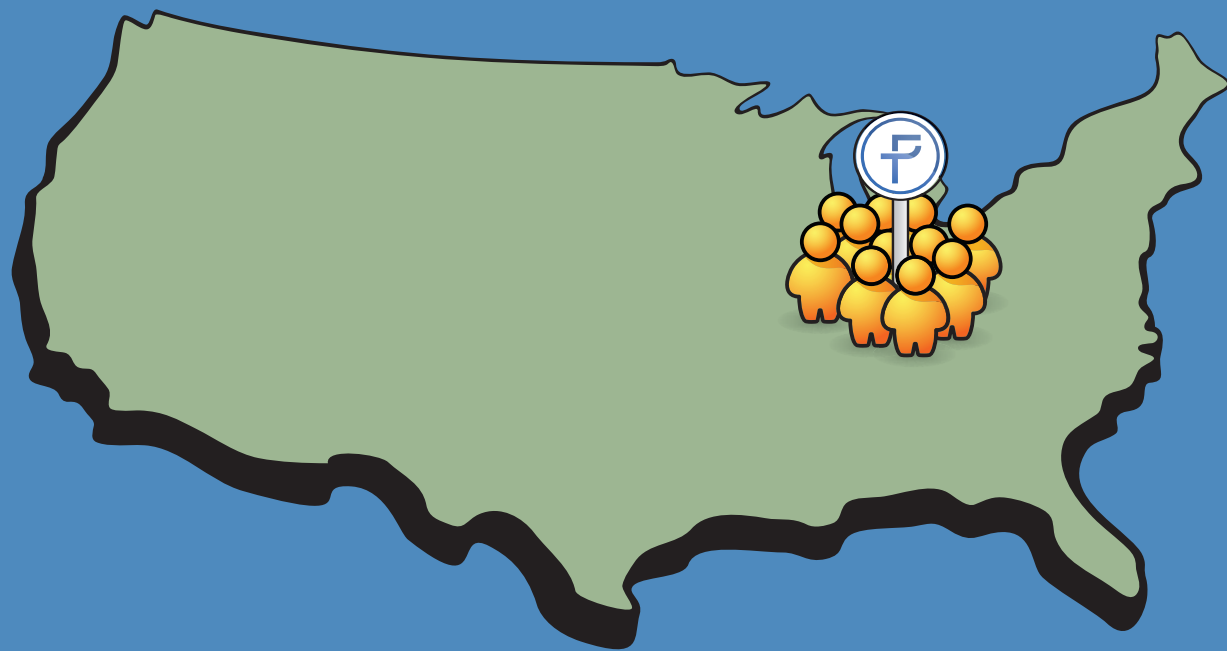
## **BUILT-IN TRACKING**

All coupons will require activation to keep customers from gaming the system by re-using coupons. The interaction also means that we can track participation frequency, turnaround time, and offer popularity.



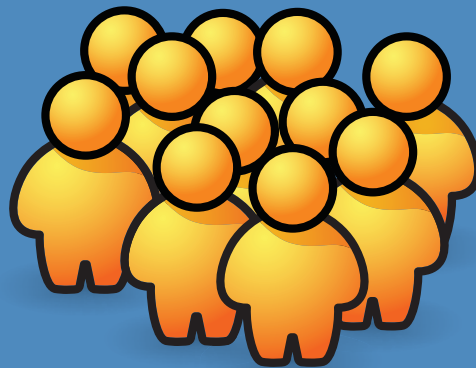
## OFFER NEW DEALS

You can take advantage of your mass-messaging system at any time,  
and there are no limits on how many texts you can send.



## GET RESULTS

Your customers have asked for your billboard in their pockets. Response rates for mobile/SMS are many times higher than other advertising mediums. Every message increases sales and builds brand loyalty.



## WATCH IT GROW

When people get a special deal, they tend to brag about it. When customers come to events, they show up in groups. Non-members are curious when they see others get discounts just by flashing a cell phone at the cashier. Mobile campaigns are built for growth.



## About Floyd & Partners

This locomotive is a fine example of a machine whose parts are designed to work together for a single purpose—to move this train ahead. It's an apt analogy for what we do: create an integrated communications program designed to work in a variety of media with a single purpose—to move your brand ahead. We employ any means necessary—research, brand development, design, advertising, mobile marketing, public relations, government affairs, print, trade shows, the web—to craft a coherent and comprehensive program that moves your brand forward and your sales curve up. It's what we call Brand Locomotion<sup>SM</sup>.





floyd & partners

ADVERTISING • PUBLIC RELATIONS

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