

An "INTIMATE CHANNEL" for consumer interaction

MESSAGING FOR MOBILE MARKETING

What is Mobile Marketing?

Mobile Marketing is the use of the mobile medium as a communications and entertainment channel between a brand and an end-user. It is a new addition to the media mix, with great opportunities for direct interaction with customers and cost-effective data collection.

Why Mobile Marketing?

- **Interactivity** – Empowers to engage the consumer in a dialogue.
- **Anywhere/Anytime** – Mobile is always with in reach.
- **High reach** – Over 100 million mobile subscribers in India
- **Personal** – Highly effective as communication to an individual
- **Viral** – Fun factor allows for epidemic phenomenon
- **Targeted** – Specific message can be conveyed based on the consumer profile
- **Digital** – A medium allowing for deep campaign analysis
- **Cost** – Significantly economical than any other media.

Mobile marketing is the only marketing medium that creates a personal channel enabling spontaneous, direct, interactive and/or targeted communications, any time, any place.

Mobile Marketing Applications

- Product launch
- Sales promotion
- Thematic Ad based promotions
- Brand awareness
- Event promotion
- Interactive TV
- Location based marketing campaigns
- Mobile coupons
- Market research
- Feedback
- Contests
- Branded adver-gaming
- Loyalty programme

Bouquet of mobile marketing services

ValueFirst provides end-to-end services required to execute a mobile marketing campaign. The services can be classified as:

Targeted Marketing –

Custom **text and picture** messages depending on the user profile are pushed/ send to the target audience. Costs involved are the costs of the lists (*you may have your own lists*) plus the costs for sending the message. Messages can be created and pushed/ send on the basis of pre-configured business rules.

Short-code services –

A 5 digit number accessible by subscribers of any mobile operator is used to run campaigns, receive response from consumers and generate an opt-in list. Used when the campaign is targeted at **prospective customers** and/or the recall value is important.

Long-code services –

A 10 digit virtual/real mobile number which has to be rented out from an operator – work across all operators but cheaper than the Short Code. Has lower recall but potential for high usage in a **closed user environment** e.g. to interact with members of a loyalty card scheme.

Mobile Marketing Case Studies (A leading Radio Channel)

Scenario:

The channel wanted to use mobile marketing as a media to enhance interactivity and analyze their listener-ship patterns to arrive at rating of their programs.

Solution:

ValueFirst provided a Short Code based messaging Platform and the radio channel ran the campaign successfully.

Benefits:

The response was overwhelming and crossed 5 million hits in 15 days. The channel arrived at focussed rating of their programs so as to charge differential rates from the advertisers.

ValueFirst's USP

24 * 7 support
Least time to market – deployment typically is done in one day
The most scalable solution in the industry in terms of architecture
Highly configurable products - processes can be configured on-the-fly
Redundancy of servers with load balancing, failover mechanism and least cost routing
Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown
Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators international

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