

MOBILE MARKETING

Our services relates to usage of SMS as a marketing and promotions tool for products and services. Mobile marketing or wireless advertising is increasingly being adopted as the most effective marketing tool due to its near to 100% strike rate.

Already several Indian companies like Hyundai, Cadbury and Coke have used the SMS in their marketing campaign.

MODELS OF MOBILE MARKETING

SMS enabled Marketing Campaign

At present the companies / sponsors hold several contests in order to promote their products and services. The TV channel / Print media are used to air the advertisement related to the contest so that mass can participate in the contest.

However now what we offer is the SMS enabled platform for organizing their contest. A company can provide any SMS number let's say 98 xxx xxxxx in their promotion campaign and air / print the contest asking viewers to answer the question through SMS.

Similarly various promotional contest for the movies / albums can be organized on the SMS. A simple query can be asked related to the album and answers are collected on the SMS.

It is much easier for the participant to view the advertisement and then participate through SMS, rather to log on to net, go to site and then answering the questions.

Interactive Advertisement

We also provide the means of launching interactive advertisement in India. Any company can use the SMS number and ask the viewer to give their SMS if they are interested in the product. For example there is an advertisement by a travel house say Taj Goa . The advertisement of Taj Goa can simply put a slide any say if any viewer would like to have the tour of GOA or any query then SMS. We shall then compile the report and provide it to the company.

SMS PUSH

SMS Push is the solution wherein the SMS is only used as the media for promotion. A simple promotional message is designed and is relayed across the mobile subscribers of the desired State or Cellular Circle.

The message is intelligently designed inviting a subscriber to do some thing for the benefit of the sender of the message. It may a permission based push for the contest designed in association with the mobile operator or a voluntary push. Permission based push has an advantage of relevancy of Database of mobile subscribers.

We can push message across any mobile subscribers desired across world*.

SOME CASE STUDIES

A Liquor Company – SMS can be used by the liquor companies to create the brand awareness.

Step – 1 Identify a Brand Message – (For example Kuch bhi ho sakta hai for ACP)

Step – 2 Organise a contest , frame two three simple question / topics which relates to the khuch bhi ho sakta hai.. like "do u think India will Top in the Olympic Games???" Give your answers beginning with khuch bhi ho sakta hai...and the best answer shall win a Maruti Car"

Step – 3 This phrase shall be relayed all across the mobile subscribers of the State desired.

A Music Video Producer

Step 1 - A SMS contest is integrated along with the promotional campaigns on the TV channel or in the Album. For illustration a query can be asked at the end of Trailer – What is the second number on the album – 'Tumbin'?

Step 2 - The viewers shall be asked upon to send answers through SMS at the number flashed.

Step 3 – We shall manage the contest and process the contest report for the company.

In this process mobiletainment shall be integrated and the company and customers are bring close to each other.

White goods and FMCG Company – like HLL , LG , Godrej , Coke, Pepsi

These companies organize several contest for the brand awareness and penetrating new market and of course for increasing sale.

A contest can be organized around their brand message like LG Man of the Match contest

A SMS can be relayed " you can be LG man of the match , buy LG product before 16.09.2002 and SMS us your invoice no. along with a message LG is the best bcs..."

ADVANTAGES

- a) **Reach Customers** - SMS is the fastest and an accepted mode of communication. Mobile phone is increasingly becoming a household commodity.
- b) **Real Time Contest** – The contest becomes the Real-time. The viewer watches to advertisement and send the SMS instantly , no need of logging on to net , surfing site and then sending answers.
- c) **Marketing Edge** - SMS enabled contest is an edge over other market campaigns. The SMS Contest is providing a medium of two-way communication to the customer and company.
- d) **Market Reports** - Intelligent use of contest can generate useful data from which our application can generate useful market reports. These reports shall make clear the customer pattern of the Sponsor, location based market, etc.
- e) **SMS CALLCENTER** – SMS travels just like a phone call and reaches its destination within a second. It is very easy to use and is always on, no need of Internet and there are no engaged phone lines. The data is captured electronically and an immediate response is given. The Call data reports are generated and provided to the client.
- f) **National Reach** – The mobile phone reaches whole India. Today there is strong 7 million and growing mobile population representing the mass with strong purchasing power.

Financials

From a corporate for the SMS Management we charge at Rs. 1 per incoming SMS. The deliverables are the SMS contest and its complete report of each SMS coming and outgoing and other market reports desired as said in the clause d above. The outgoing SMS rate depends upon the operator charge for the region.

Conclusions

- Catch Customer on the move
- Direct Reach to 8 million and growing Cellular population
- Non intrusive mode of communication
- Effective Cost / Penetration Ratio
- Fast and economic means of communication
- A personal touch

Contact: Vipin Garg
Positive Comsol Private Limited, W-5, Green Park Main, New Delhi - 110016
Ph – 6529401 / 501 , Fax – 91+11+6529602
Mobile - 91 9811480808
Email – vipin@positivecomsol.com