

# Digital Marketing for retail businesses

Mobile marketing with Push & Pull approaches



Pull Campaign Examples

**Lucky Draw**  
**WIN-a-TV**  
To WIN, dial  
68260077 Enter 1138#

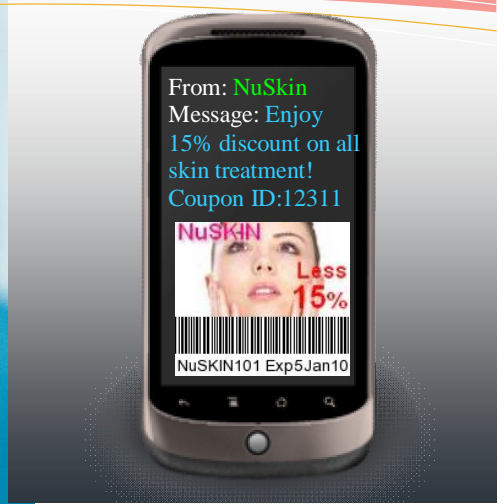
**25% OFF**  
Zen Living Sofa  
ZenLiving Exp5Jan10  
To get it, dial  
68260077 Enter 152#

**SAVE OUR EARTH**  
To watch video, dial  
68260077 Enter 1156#

**Closed Door Sales!**  
**25% OFF**  
LV  
Get Mobile Coupon  
ULoveMe10 Exp6Jan10  
To get discount, dial  
68260077 Enter 161#

Advantages:

- Gathers contact numbers to your database, without any effort.
- Launch SMS Campaign with 1 click, using Push and Pull methods.
- Provide discount coupon, Info, web



## Green Solutions for New Economy

SKYROAM Digital Marketing Push and Pull campaigns allow retailers to launch any mobile marketing campaign in the shortest time at lowest cost with furthest reach to mobile phones!

The SMS built-in Opt out Handler and database protection minimizes leakage of customers information, giving you a complete peace of mind and automatic phone numbers collection make builds you database automatically.

### SMS Broadcast



Broadcast or schedule SMS and reach out to all your members with anti-spamming, opt-out handler and Alphanumeric Sender ID.

### SMS Contact Database



Collect Phone Numbers and offer profiled and secured contact database for partners and internal staffs to access securely.



### SMS Campaigns (Info-On-Demand)

SMS Campaign Management provides both **Pull** and **Push** approaches to draw audiences to your marketing objective with the following tools:

- Provide barcoded mobile coupons via SMS
- Download brochures, video & media contents
- Provide News on demand via SMS
- Conduct automated lucky draw
- Conduct Quick Poll & Service Feedback
- Capture phone numbers

