

mSMS – Managed SMS Marketing

Steps to reach your market fast

1. Put up a signboard or publish on newspapers, radio or TVs.
2. Setup SMS Campaign using mSMS's Campaign Manager:

Campaign End Date: 20/12/2007

No of Vacancy: 50

Keyword = goldcoast

SMS to Broadcast:

50% off Air Ticket to Gold Coast. 50 seats available only. Offer till Dec 2008. To get it, reply 'get goldcoast' or Call 61234567 AirTravel, Centre Point Plaza.

SMS Response on successful reservation:

Thank you for your reservation. Your Phone is <90123456>, your reservation ID is <12001>. Please come down to AirTravel to collect your ticket at Centre Point Plaza before 15 Nov 07. To cancel reservation, reply: **cancel goldcoast**

SMS Response for unsuccessful reservation:

Sorry, we regret to inform you that we are fully booked. Should there be any vacancy or any offer later, we will inform you ASAP.

Phone Book Group: <Choose your address group> or leave blank.

3. Click Send. Log out & get yourself a cup of coffee.



What's next?

People on your phonebook who receive your broadcast can reply immediately. People who see the signboard, TV or radio ads can also reply with 'get kumon'. People who reserve & cancel later will be handled by the system automatically.

Success senders get success SMS. Phone number, if new, will be added to your phonebook. Unsuccessful senders get unsuccessful SMS reply & will be added to your phonebook. Use the repose list & use it to verify the application later.

Why mSMS? Your **targeted** contact database is **growing automatically** with each campaign without any manual work - save labour & advertising costs! Definitely better results with people who're already interested in your services & products.



Case Study

SMS Marketing Campaign for Travel Agency

