

mSMS – Managed SMS Marketing

Steps to reach your market fast

1. Put up a signboard or publish on newspapers, radio or TVs.
2. Logon to mSMS's Campaign Manager & set up the following parameters:

Campaign End Date: 20/12/2007

Quota: 50

Keyword = model

SMS to Broadcast:

50% off latest mobile models. Limited to 50 customers only! Reply 'get model' or call 61234567 mobileShop@Funan.

SMS Response on successful reservation:

Thanks for your reservation. Your Phone is <90123456>, your reservation ID is <12001>. Pls proceed to mobileshop@Funan to claim your discount before 15 Nov 07.

SMS Response for unsuccessful reservation:

Sorry, we have given out all the phones. If there is 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 model'.

System handles the sms requests automatically with SMS response configured above. Any new phone numbers not in your phonebook will be added automatically. Response list will be generated for you to verify the sender.

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 mobile phone outlets

