

Aims for SMS Marketing

- ✓ SMS Marketing is Direct Communication with Customer.
- ✓ Branding.
- ✓ Making Profit.
- ✓ Promotional.
- ✓ Sales Increase.
- ✓ Nationwide Competition.
- ✓ Discount Vouchers.
- ✓ Building Customer Database.

ADVERTISING COMPARISON CHART

Sl. No	MEDIUM	CUSTOMER REACH	COST	RESPONSE
1.	Television	One of the Highest	Very High	Good
2.	Radio	Medium	Medium	Medium
3.	Website Banners	Medium	High	Medium
4.	E-mail	Medium	Very High	Medium
5.	Print Media	Low	High	Good
6.	Billboards	Medium	Medium	Medium
7.	Telephone	Medium	High	Medium
8.	Personal Interaction	Low	High	Good
9.	SMS	Very High Reach	Low Cost	High Response

Corporate Office:

BRIDGEICON IT SERVICES

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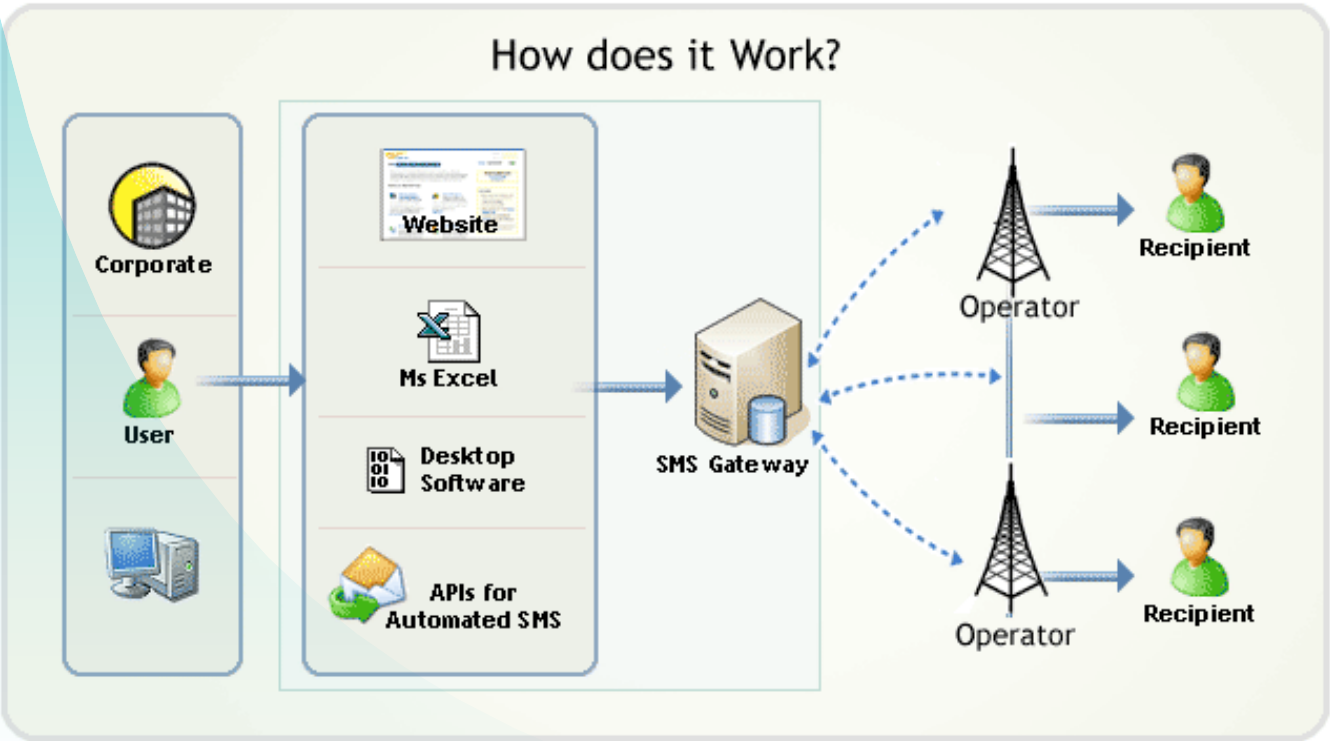
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SMS FOR VARIOUS INDUSTRIES

- Travel.
- Retail.
- Hospitality.
- Entertainment .
- Health and Recreation sector.
- Stock Brokerage Houses.



Mobile SMS Marketing is one of the most effective, reliable and cost-effective ways to market to your clients and businesses. Because SMS is extremely personal, therefore the response ratio is much higher than other marketing channels. Text messaging is now a distribution channel that gives you the power to deliver your message directly into the hands of your audience, and create new revenue generating. Mobile SMS Marketing is an innovative method of promotion and advertising, which uses technology of mobile and wireless communication to forward your company's messages to thousands of targeted customers. Marketing with SMS helps to achieve your promotion goals because the technology associated with this application enables you to set up complex services for ongoing promotion drives. It allows you to get a higher income and provides a customer orientated service that leads to a loyal client base.

Benefits of SMS Marketing

- ✓ Send SMS with your company name.
- ✓ SMS in English & other **Indian Languages**.
- ✓ A complete **online tool** that requires only internet enabled computer for pushing SMS in INDIA.
- ✓ 100% Client Satisfaction – Assured Quick Delivery.
- ✓ High End API, SMPP connectivity & Software Integration.
- ✓ Facility of Live **Do Not Disturb Gateways**.
- ✓ Customized Messaging from Excel Sheets (excel plug-in) to multiple users in a single push.
- ✓ Client & Database Protection.
- ✓ Auto-Delivery of Message - Using Scheduling.
- ✓ **Extremely Cost Effective**.

SMS MARKETING FOR VARIOUS TYPES OF BUSINESS

Event Promoters:

We offer promoters powerful, yet easy to use, SMS marketing services for event and party promotions. We also offer SMS marketing solutions for trade show and exhibition producers, as well as festivals.

Retail:

The SMS marketing services makes it easy to collect cell phone numbers and send promotional text messages to your retail customers. We offer customized solutions for car dealerships, golf courses, salons & spas, sports leagues, and theaters.

Television:

Offer your viewers interactive applications to complement their viewing experience with our SMS marketing promotions for television.

Colleges, Universities, & Schools:

In the event of an emergency, we can help you secure your campus with our SMS marketing notification system for colleges, universities, and schools.

Emergency Notification, Exams Schedule, School Timings, Parents Meeting Reminder, Time Table, Fee Schedule, Seminars, Marketing Campaign.

Social, Political & Non-Profit Groups:

Use the power of SMS marketing to rally supporters, organize meetups, political organization and increase the bonds of community.

Real Estate:

Generate leads faster and more cost efficiently with SMS marketing for real estate.

New Customer Line (Buyer & Seller), Introduce New Packages/ Offers, New Properties Offering To Mobile Users, Request for Properties on Sale at Specific Location, Marketing Campaign.

Hotel Restaurants / Marriage Hall:

Introduce New Offers / Rates & Packages; Send Reminders For Seminars, Exhibitions, Marketing Campaign & Many More.

Hospitals / Doctors:

Timing Schedule, Fund Raising, Marketing Campaigns & Many More.

Travel Agencies:

New Travel & Tours Packages, Marketing Campaign.

WE'VE WORKED WITH A DIVERSE CUSTOMER BASE. HOW CAN WE HELP YOU?