



Marketing SMS

"The mobile phone presents a unique opportunity for brands to engage a target audience in a highly personal and interactive manner"

Australians send millions of SMS messages daily and with over 15 Million mobile phones SMS compatible, this communication channel has quickly become recognised as a dynamic, convenient and cost effective way for marketers to interact with their target market. Mobile SMS and MMS messaging is a highly personal medium through which to engage your audience and the variety of ways in which the channel can be utilised is endless.

Marketers can use SMS as an inbound, outbound, or interactive tool. Outbound messages can be sent to previously "opted in", or subscriber databases. Inbound SMS involves the target audience initiating the contact with the brand, or entity, usually in response to content in another medium. Interactive messaging uses both inbound and outbound messaging to engage the audience in a dialogue.

Premium SMS is charged at a premium above the normal cost of sending an SMS message and is often used as an integral part of an Inbound SMS Premium Campaign. The premium revenue raised in the promotion is then divided amongst the Mobile network operators and the hosting entity i.e. Prodocom and our Client. Using Premium SMS enables marketers to generate revenue and at the very least to recoup some of the costs of the promotion. Premium SMS can also be used as mechanism to purchase content and information such as ring tones, wall paper and information content all of which can be billed and delivered using the mobile device.

Prodocom provides a complete range of Premium and non Premium tools for the Mobile Marketer:

- » Marketers have a choice of a completely managed SMS campaign, or using Prodocom online SMS Campaign Manager Tool for self set up and administration.
- » Whole of Market SMS solution with flat fees and rebates for simplicity of operation.
- » Our fully managed opt-in / opt-out service allows our clients to comply with the Australian privacy standards and build permission based mobile databases for ongoing marketing and communication.
- » Use Prodocom to run SMS based Competitions, Voting, Surveys, and Ticketing/Electronic coupons.
- » Department of Gaming and Racing audited and approved random winner generation engine.
- » Unique code generation.
- » SMS Campaign consulting.

Prodocom Value Proposition

- » **No Capital Outlay**
- » **Unlimited Scalability**
- » **The Flexibility of Local Development**
- » **More Effective Deployment of IT Resources**
- » **Complete Redundancy**
- » **Access to Emerging Technology**
- » **Competitive Delivery Costs**

For More Information

If you haven't found the information you were looking for, or have any questions please feel free to call us on **1300 132 739**.