



# Mobile

## Marketing Services



**EBR**interactive



# Mobile Marketing Services

Mobile Marketing is a cutting-edge new media channel that redefines direct marketing by delivering advertising messages directly to consumers via their mobile phones. This high-tech, highly effective new channel has swept through Asia and Europe, dramatically changing these markets.

Mobile marketing delivers content to mobile phones. The content can be personalized and timed to reach targeted consumers anytime, anywhere, when they are most receptive and ready to act.

EBR Interactive (EBR-I) provides you with a platform to utilize mobile marketing to interact beneficially with the customer by providing sales opportunities, product awareness campaigns, getting product reviews, customer loyalty programs or you create and sell content via the handset. From global campaigns for packaged goods to boutique campaigns for select brands, EBR-I has a portfolio of resources to mobilize your message using the most innovative and timely mobile solutions on the market.

Globally, both the media and big brand names are using text applications to build relationships with their consumers through promotions, campaigns and competitions. Mobile content including ringtones, wallpapers and games have the power to drive revenue and build brand loyalty.

## The 5 Key Areas to Mobile Marketing



### Direct Response

Mobile marketing creates quick responses via use of shortcodes and single word texts. Being media savvy compliments existing communication methods such as print, point of sale, direct mail, radio and television.

### Customer Support

Invite customers to make queries, give comments and place orders via a text/SMS message. Customers may be more willing to text requests or queries due to the sheer convenience as compared to making calls or even logging on to a website.

### Promotional Activity

Consumers may be more willing to respond via a premium chargeable text, when there is sufficient value with the product/service. This allows the possibility of the campaign being paid for in full or part by respondents.

### Databases

Marketing through mobile provides a quick and easy way of receiving valuable information from customers. Adding a sender ID or shortcode to the communications allows organizations to capture responses from prospective and existing clients.

### SMS

Mobile data services and marketing provide a new opportunity to increase revenues and can also help enhance and differentiate client's brands. Mobile marketing is highly personalized, interactive and has an immediate impact. When used cross media to complement other promotions, mobile marketing has been proven to generate a solid increase in sales.

### Advantages

- ❖ Extremely inexpensive as compared to conventional advertising ( print, TV etc )
- ❖ Average Response rates of over 10%
- ❖ Recall rates of over 75%
- ❖ Better commission margins than traditional advertising
- ❖ Requires minimal agency effort to initiate a simple pilot
- ❖ Delivery of content nationwide via all major carriers, at a time and place that maximizes consumer response.
- ❖ Bi-directional, interactive communication between the client and individual consumers.
- ❖ Permission-based and spam-free.
- ❖ Receive immediate feedback from the consumer to establish a unique dialog.
- ❖ Advanced consumer segmentation: POP Solutions' data capture services allow consumer segmentation based on demographics, psychographics and usage

### Unique Features

- ❖ Immediate Brand recognition
- ❖ 2-way Dialogue with consumer
- ❖ Targeted: Age, gender, etc
- ❖ Cross-media: Mix with Radio, TV, Print

## Industry Customization

### Media & Entertainment:

Consumers follow their favorite TV, movies, music, and other media with passion - EBR-I gets it into their palms wherever they are. EBR-I has the skills and experience to deliver effectively timed fully-integrated mobile campaigns that captivate and most importantly—engage your audience. Whether it is interactive voting for TV show or a promotion for an independent film, we deliver the best media solution to meet your campaign and budget needs.

### Events:

Every event requires the buzz & hype to make it successful. Our wireless campaigns have the right formula to help you:

- ❖ Build the right buzz around a big game or event.
- ❖ Spur interest in events to increase attendance and TV audience numbers.
- ❖ Capture incremental revenue via premium packages of alerts and content!

## Financial Institution

EBR-I works with leading financial institutions and it has developed a portfolio of SMS banking applications to ensure the very highest levels of customer adoption. EBR-I has developed direct connections to the leading network operators of the North America and Middle East—enabling organizations to reach up to 90% of the local mobile population

## Agency:

In an age where the target demographics are getting attracted to non conventional media channels, marketers need a new way to get out their message. With mobile, the intended audience always has the message in hand. As a serious creative agency, you cannot afford not to have mobile marketing in your portfolio for your potential clients!

## Retail:

EBR-I helps retail organizations receive a complete solution that delivers across multiple networks and countries—ensuring a reach to over 90% of our global coverage's mobile population. Utilizing its customized SMS applications, EBR-I enables retailers to build relationships with customers through promotional coupons, mobile ordering and delivery services. Consumer brands such as fashion retailers, fast food companies, beverage companies, and many more can run campaigns as an overall marketing mix and advertising strategy, or as a stand-alone campaign focused on a target audience. Campaigns can include campaign-specific Web sites, interactive contests, billboards, on-pack marketing, trivia, ring tones, wallpapers, icons, and games.

## Consumer Products

EBR-I enables consumer-oriented brands to conduct exciting, interactive mobile marketing campaigns that build and sustain relationships with your target market, boost product sales and increase revenue. Mobile campaigns can be used to increase awareness of new products, launches and special events. Consumer brands such as fashion retailers, fast food companies, beverage companies and more can benefit from adding a mobile marketing component to their marketing mix.

Campaigns can be used as a cross-promotional device as an integrated part of your overall marketing mix and advertising strategy, or as a stand-alone campaign focused on a target audience. Campaigns can include campaign-specific web sites, interactive contests, billboards, on-pack marketing, trivia, ring tones, wallpapers, icons and games. Voting, mobile coupons, time vouchers, competition are some of the examples campaigns.

For agencies looking to help their clients improve and expand the effectiveness of their marketing mix, EBR-I helps agencies deliver a wide range of compelling multimedia services—including SMS, MMS, video, and WAP—making it simple to distribute mobile marketing and entertainment campaigns around the world. Campaigns can include live event contests, alerts, voting, interactive and subscription services, and more.



## Our Anti-Spam Policy

Spamming is illegal and has a detrimental effect on the mobile messaging industry as a whole, and we are therefore committed to ensuring best practice standards are adhered to by our clients. To view the full details of our anti-spam policy please visit [www.ebrinteractive.com](http://www.ebrinteractive.com).

## Customize Development

EBR System can support your company's current and future technical development needs. We will help your organization to increase its efficiency by reducing the cost and time spent on your media and telecommunication projects.

We have implemented turnkey projects for Business Enterprises. Our scope of work includes Solution design, Project Management, Supply (hardware & software), and Systems Integration, Commissioning & Technical Support (on site & remote).

- ❖ Requirement Definition
- ❖ Solution Development (programming)
- ❖ System Integration
- ❖ Testing
- ❖ Implementation
- ❖ Support
- ❖ Help Desk

For more detailed information regarding all professional services available at EBR Interactive please contact us at [sales@ebrinteractive.com](mailto:sales@ebrinteractive.com).

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