



# Attract -- Entice -- Engage

with text message marketing



**FOR \$3 OFF DINNER— TEXT CRAB TO 68247 (OTAIR)**



**ENHANCE YOUR AERIAL ADS**



**EXTEND YOUR AD MESSAGE**



**ENGAGE YOUR CUSTOMERS**



**ENABLED BY TEXT MESSAGING**

### CUSTOMER BENEFITS:

- Receive marketing message directly to cell phone. Message received can be used as a coupon or discount.
- NO need to find pen & paper to copy information down or remember advertisers phone number & web site
- Quick & easy—even if new to text messaging
- Short keyword to type as text message
- Works anytime—24x7, everyday
- Fast—return messages arrive within seconds
- Receive additional non-interruptive messages in the future about special events, discounts, coupons, or other critical information supplied by the advertiser
- Available nationwide on most U.S. carriers—works anywhere there is digital cell coverage
- Free to use, except for carrier messaging charges
- Received messages remain on phone until deleted
- Can forward messages to another person directly from cell phone
- Can quickly log in to OTAir.com account to access detailed information supplied by the advertiser – NO need to pre-register at OTAir.com

### ADVERTISER BENEFITS:

- Customers receive a text message instantly when they text the keyword to 68247 (OTAIR). The message is saved on the customers cell phone.
- Dramatically extend and enhance your aerial ads by 160-320 characters. Use for general information, coupons, promotions, directions, etc.
- Advertiser controls the messages sent using a simple user interface within the OTAir web-based system
- Observe results in real-time on OTAir.com and alter campaign message within minutes based on actual results
- Advertiser can broadcast messages back to customers at a later time that Opt-in to the ad campaign
- Direct traffic from text message to company web page or OTAir campaign web page
- Easy to setup & maintain—24x7; toll-free support
- NO hardware or software to buy & maintain
- Inexpensive—flat-rate pricing for easy budgeting
- NO setup, NO maintenance & NO message fees \*\*
- Include your codes on all corporate ads —signs, magazines, flyers, emails, TV, radio, etc.

**FOR \$3 OFF DINNER - TEXT CRAB TO 68247 (OTAir)**



Aerial TXTpak™



SEARCH FOR AVAILABLE KEYWORDS

MY OTAIR

Home Short Codes Services News Case Studies Advertisers Contact Us

Account Actions

- Statistics and Reports
- Billing History
- Online Payment & Reservation
- Ad Campaigns
- TXTCasts
- Users
- Logout

Edit Campaign

TXTpak Info

Keyword: **1** CRAB

Response Message: **2** Thks for contacting us! Use this ms 160 / 160

Thks for contacting us! Use this msg as a coupon for \$3 off ur dinner purchase. Two locations: 254 Beach St & 777 Ocean Blvd. Visit crabshack.net for more info.

Response Message 2: **3** 0 / 160

Website URL: **4** www.crabshack.net

Current Logo: **5** [Crab\\_Logo.gif](#)

Keep this image

My OTAIR Page Description:

Welcome to the CrabShack! We have the very best and freshest seafood and steak at the beach. Our menu selections include steamed crabs, soft shell crabs, crab imperial and stuffed flounder. Our steaks are 100% angus brand and are hand cut each morning. Please click on the attached link to our website for additional information and our extensive menu. Our Daily

Easy to use campaign management tool, accessible anytime from any internet computer.

1. Keyword clearly displayed
2. Outgoing text message with product/service info
3. Optional additional outgoing text message
4. URL for detailed product/service information
5. Advertiser's logo, photo of product or other image
6. Additional information about the product or service: narrative description or special alerts, such as sale, that may not be on listing's web page—accepts HTML
7. Broadcast text message alerts & promos to those who have texted the keyword & are subscribed or opted-in

Easy to use interface for mobile user shows their texted keywords & the detailed info you supplied.

Get Started Today - visit [OTAir.com](http://OTAir.com) or call 888-898-8247

My OTAIR

You have TXTMarked the following OTAIR.com ad campaigns:

**1** Keyword: CRAB

03/18/2006

1:13 PM

[Delete this TXTmark](#)

**4** [OTAIR LLC](#)



**6**

Welcome to the CrabShack! We have the very best and freshest seafood and steak at the beach. Our menu selections include steamed crabs, soft shell crabs, crab imperial and stuffed flounder. Our steaks are 100% angus brand and are hand cut each morning. Please click on the attached link to our website for additional information and our extensive menu. Our Daily Specials are listed below:  
 Monday: Free Appetizer  
 Tuesday: Drafts and Well Drinks 1/2 Off  
 Wednesday: Pasta Entrees \$3 Off  
 Thursday: Sirloin \$3 Off  
 Friday: Fish and Chips \$3 Off  
 Saturday: Prime Rib Special  
 Sunday: Shrimp Platter \$3 Off

Web-based, real-time reporting shows when a response was received, sometimes the mobile #, carrier and more.

Easy to use TXTcast tool enables immediate or scheduled text message broadcasts to subscribers.

1. Title of TXTcast broadcast—internal use only
2. Immediate or scheduled—recurring coming soon
3. Keyword & number of subscribers chosen
4. Outgoing text message
5. Optional additional outgoing text message



text INFO to OTAIR (68247)

[www.otair.com](http://www.otair.com)

[info@otair.com](mailto:info@otair.com)

11232 Patterson Ave

Richmond VA 23238-5011

P# 804 750 2058

888 TXT TAGS (888 898 8247)

F# 804 750 2076