## **Inform -- Interact -- Measure**

with text message marketing



## Enhance Your Advertising Extend Your Ad Message Engage Your Customers Enabled By Text Messaging



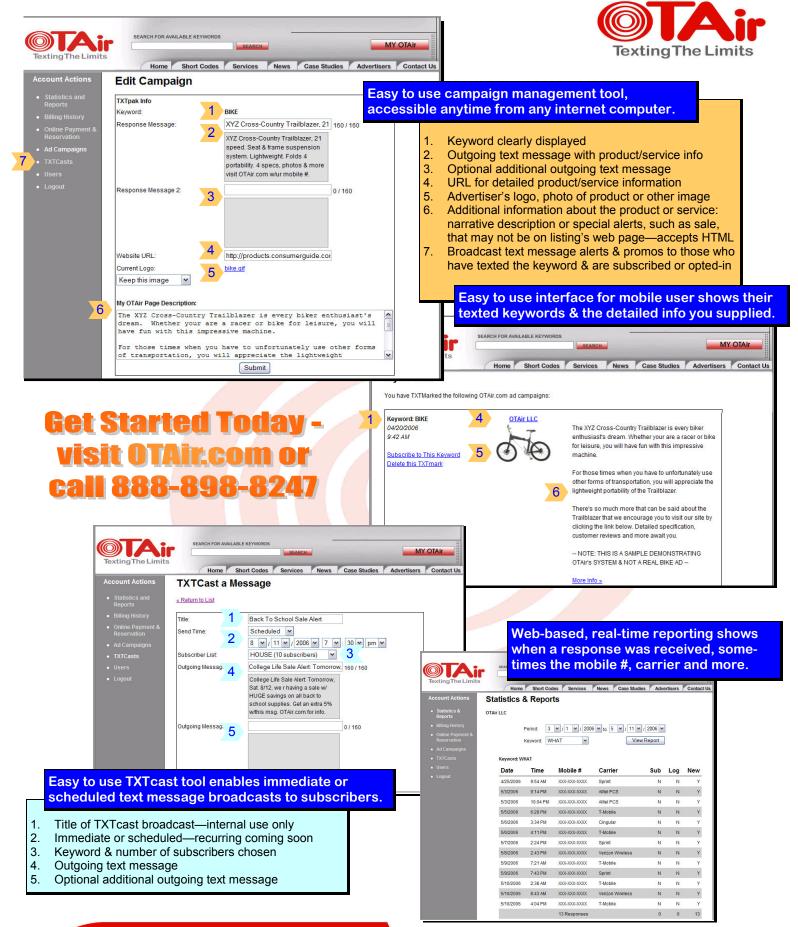
## **MOBILE USER BENEFITS:**

- Receive info, coupons, & alerts directly to cell phone
- NO need to find pen & paper to copy advertiser's phone number or web site; no need to memorize
- Quick & easy—even if new to text messaging
- Short one to two word keywords to type
- Works anytime—24x7, everyday
- Fast—return messages arrive within seconds
- Receive non-interruptive messages about timely promotions & alerts (see TXTcast product sheet)
- 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 additional information, images, links to product or service specific web pages and more – NO need to pre-register at OTAir.com

## **ADVERTISER BENEFITS:**

- Realize increased sales as interested persons actively engage your listings & subscribers to TXTcasts respond to the timely information provided
- Real-time activity reporting at OTAir.com
- Direct traffic from text message to any web page
- Easy to maintain—24x7; toll-free support
- NO hardware or software to buy & maintain
- Inexpensive—flat-rate pricing for easy budgeting or performance-based pricing available
- Include your keywords on all marketing materials billboards, signs, magazines, flyers, vehicles, emails, business cards, aerial ads, TV & radio commercials
- Mobile user response to keyword automatically constitutes opt-in to TXTcast messages
- Change outgoing messages & online content instantly, anytime & from any internet computer
- Flexible system combined with full-service consulting on mobile marketing for the most integrated approach
- Keywords are unique & exclusive
- Fun texting implementations build brand loyalty







text INFO to OTAIR (68247)

www.otair.com info@otair.com 11232 Patterson Ave Richmond VA 23238-5011 P# 804 750 2058 888 TXT TAGS (888 898 8247) F# 804 750 2076