

Put Total Engagement in Overdrive.

Reach your audience no matter where they are, what they are using, or when.

Marketing is fast. Today, it's nearly impossible to keep up with your customers. Just when you think you've achieved engagement, your customers embrace a new communications technology. You have to be everywhere, covering email, social media, and even mobile devices.

You need Mobile Text Marketing from Net Atlantic.

What Mobile Text Is:

Mobile Text marketing is an important part of total engagement. Combined with email and social sharing, it delivers a true multi-channel messaging strategy. Text is a gateway to expanding the channels your subscribers use to reach you. With more channels, it increases the likelihood that your customers will respond, raising purchases and revenues. Mobile Text Marketing allows you to:

- Send short messages to subscribers' mobile devices along with your email campaigns.
- Create focused mobile-only campaigns that reach your audience with unique offers.
- Schedule text messages to coordinate with important events and promotions.
- Build automated text messages when mobile users have engaged in a transaction.
- Reach mobile users when they approach your store using geo-locating technology.

How Mobile Text Works:

Step 1: You encapsulate your email message into a Short Message Service (SMS) text message, just 160 characters.

Step 2: Leave some characters for your link, which take users to a coupon, video, or mobile-ready web form.

Step 3: Choose a segment to receive your text message, such as people who bought recently, or music lovers.

Step 4: Schedule the text message to send at a predefined time, in coordination with a transaction, or right away.

Step 5: Click Send. The text message will send when the time arrives or the transaction occurs.

To learn more, visit www.netatlantic.com/strongmail, write to sales@netatlantic.com or call an Account Executive at (877) 263-8285.

How You Use Mobile Text Marketing:

Subscription: Just like email marketing, Mobile Text Marketing requires users to subscribe by texting keywords to a certain address or using an online form.

Segmentation: Create segments by demographic and purchase data to reach people in their preferred channel.

Compliance: Net Atlantic can send your existing contacts a one-time subscription request, to make sure you are reaching your most highly engaged customers.

“Imagine walking toward a store at the mall and a coupon from that store suddenly pops up on your phone.”

Coupons: Put a timely offer right on the user's mobile device, where they can use it. Use our coupon builder or advanced coupon design services.

Tracking: Our interactive email and mobile campaign system enables a real-time and flexible way for you to extend your brand and appeal to your target market.

By combining innovative messaging, advanced segmentation, and flexible promotional programs, Mobile Text Marketing is a powerful part of your multi-channel engagement strategy.

The Net Atlantic Advantage

With over 10 years of email marketing experience, Net Atlantic offers the best commercial email software platforms and server management expertise. Our fully managed email servers provide the highest security, performance, reliability, and customization. We offer:

- **Personal customer service.** Our HDI-certified technical support team is available by phone, email, and live chat to make getting in touch quick and easy. This also goes for our billing and account executive teams.
- **Good sender relationships.** Our in-house compliance department, solid relationships with major ISPs, and partnership with reputation monitoring services firm Return Path helps you solve deliverability challenges.
- **Fully branded options.** We offer private IP addresses, managed dedicated email marketing servers, a customizable FROM address, virtual mail server, and preference center to customize your email campaigns.