SimplifiedSMS
Advanced Messaging

Advanced. Affordable.
SMS Marketing

Mobile Coupons | Mobile Voting / Polls | Text-to-Screen
Picture / Video Messaging (MMS) | Voice Broadcast
Email Marketing | Keywords & Short Codes
Mobile eCard | SMS Appointment Reminders
Facebook Widgets | Shuffle Responder

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What is a Mobile Keyword and a Short Code?

Mobile Keyword Marketing

Unlike traditional email subscriptions, mobile keyword subscriptions are controlled by the end users. People can subscribe and unsubscribe on an opt-in basis. This level of control and the new emerging mobile culture have brought keyword marketing to impact levels far exceeding direct mail, email marketing, and other traditional marketing channels, resulting in as much as 90% + read rate and 25%+ response rate.

Mobile Keyword

A Mobile Keyword is a one-word phrase that identifies a product, service, action, or business. People text a mobile keyword to a pre-publicized 4, 5 or 6-digit short code number to receive additional information and to join your mobile distribution list.

For example, if a customer texts "SNEAKER or PIZZA" to 00000, the customer will immediately receive an automated text response (that you can setup and change at anytime). The text response can be more information about your product or service tied to that specific keyword. You can also setup a different automated response with each mobile keyword that you setup. In our example, the keyword "SNEAKER or PIZZA" is owned by Simplified SMS demo account, and you will receive a sample automated response from Simplified SMS. Anybody who creates an account with Simplified SMS can immediately create a mobile keyword as long as it's not already taken by another Simplified SMS user (much like owning an Internet URL).

Short Code:

Short Codes are special telephone numbers that are typically 4 to 6 digits long. Unlike regular 10-digit phone numbers, you cannot call a short code number. They are used for texting purposes only. Short codes act just like any other regular 10-digit phone numbers that you can send text messages to. Typically they are used for business purposes for consumers to purchase products or to request additional information about a product, service, or business. They are often used to tally votes for a contest or sweepstake (like they do in American Idol™). You've seen mobile keyword and short code technology on TV shows, radio commercials, billboards, print advertising, and websites.

Mobile Coupons

Watch your customer response grow with Mobile Coupons!

Traditional retail coupons are great until you have to worry about planning, scheduling, printing/reprinting, and mailing costs. Even then, customers can forget to bring in their redeemable coupon. Simplified SMS combines the power of electronic coupons and the convenience of mobile phones with its Mobile Coupon features.

Maximize your marketing strategy with the speed, convenience, and positive return from Mobile Coupons. You can now electronically offer free gifts, % discounts, incentives, and reminders with Simplified Alerts Mobile Coupon Platform.

Mobile Coupons are a great way to:

- Have immediate impact on your business
- Eliminate printing and mailing costs
- Track redemption rates
- Minimize investment in your POS (Point of Sale) set-up

With Mobile Coupons you can create a promotional campaign, broadcast it, and start having immediate increase in your customer traffic - all on the same day!

Easy Coupon Management

- Create unique promotion codes for each individual SMS Mobile Coupon
- Easily redeem each coupon using Simplified SMS web-based software
- Track redemption rates and revenue earned

Mobile Voting

SMS Voting is one of the most commonly used features of Simplified SMS mobile text messaging solutions.

It's easy to use, quick to get setup, and has become very popular because of the many television and radio stations that have been utilizing this technology for years.
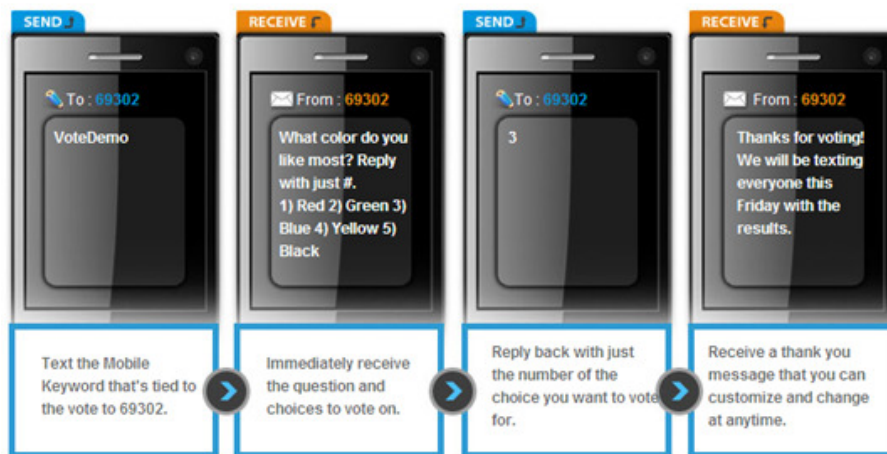
Simplified SMS Mobile Voting Service enables you to create all types of fun and engaging SMS votes and polls. As people vote via text messaging, every vote is categorized and automatically tallied so that it's really easy for you to see and analyze the results.

Simplified SMS Mobile Voting Service allows you to ask a multiple choice question with up to TEN choices. All people need to do to participate in the mobile vote is to text your Mobile Keyword to 69302. They will then immediately receive back a text message that's customized by you with all the choices they can vote for. They simply need to reply back with just the number that's tied to the choice, and that's it!

How it Works

The system records every vote, reply message and every mobile number that participates in the vote. You can also text the voters in the future. The Simplified SMS voting module ensures that each mobile phone can only vote one time keeping things fair and simple.

SEND	RECEIVE	SEND	RECEIVE
To : 69302	From : 69302	To : 69302	From : 69302
VoteDemo	What color do you like most? Reply with just #. 1) Red 2) Green 3) Blue 4) Yellow 5) Black	3	Thanks for voting! We will be texting everyone this Friday with the results.
Text the Mobile Keyword that's tied to the vote to 69302.	Immediately receive the question and choices to vote on.	Reply back with just the number of the choice you want to vote for.	Receive a thank you message that you can customize and change at anytime.

Here are some voting ideas:
- A musician, band, or radio station that wants people to vote for their favorite song.
- A retail store that wants to ask its customers what their favorite brands are.
- A sports league or team that wants to ask their fans to vote for their favorite player or game MVP.

Text-to-Screen

Our text messaging platform now enables your audience to a text a mobile keyword (e.g. "Simplified SMS ") and a text message to a designated short code (e.g. 69302) which then can be projected onto a large screen at your venue in real time. It is extremely easy to use and highly effective. You can also get the messages forwarded to your own mobile phone and email address at the same time. Our platform also enables you to filter messages, specific words, and/or block flagged phone numbers. Simplified SMS Text-to-Screen feature allows you to collect the mobile phone number of every user. You can use this database of phone numbers with the built-in bulk SMS feature to send text message promotions, event notifications, coupons, etc. to your customers.

Text-to-Screen Benefits

- Real Time Interaction via SMS mobile text.
- Build crowd participation & interaction from your audience.
- Easy database management.
- Fun and engaging!

Clubs & Bars
People can text-to-screen song requests, entertaining comments, shout-outs, important news, etc.

Sporting Events
People can text-to-screen real-time messages to their favorite players and teams, crowd-engaging comments, shout-outs, etc

Churches
People can text-to-screen questions about the sermon, feedback, prayer requests, etc.

Conferences & Conventions
People can text-to-screen questions, contests, raffles, announcements, crowd-engaging promotions, etc.

Multimedia Messaging Service

Unlike SMS marketing, Simplified SMS MMS Mobile Marketing delivers animated images, a sound track as well as audio ensuring your brand identity is immediately recognized by your clients and prospects.

MMS (Multimedia Messaging Service) is an upgraded way to send text messages that include pictures and videos to and from mobile phones. MMS takes SMS (Short Message Service also known as Text Message) a step further by allowing exchange of text messages beyond the traditional 160 characters in length.

Enjoy all the features of Simplified SMS, but now with sounds, images and videos!

MMS is the new standard in mobile messaging and often times gets 2 to 3 times the response rate in comparison to standard text messaging alone. With multimedia content, brands and advertisers can now deliver powerful messages
faster than any communication medium ever seen before.

Vastly increase your brand recognition, sales, promotions, and marketing with tremendous ROI!

Increased Direct Response Rate
Because of its interactivity, MMS videos increase user interest and boost direct response rates from people that are tired of just seeing boring text. It's also the perfect way to showcase to your customers that your business is on top of the latest technologies.

Targeted MMS
Send MMS messages to specific target groups based on demographics, interests, or locations. Communicate to the people you want to and get your message heard right away.

Personalized MMS
Send unique, customized MMS messages to individual people one at a time so it has the most impact. Make each recipient feel special!

Interactive MMS
MMS creates a more interactive and emotional appeal on mobile devices compared to SMS through elements of sound, animation and images. MMS creates a modern mobile experience with powerful visual branding possibilities.

Mass MMS Announcements
Keeps all your customers engaged through regular bulk MMS announcements with anything from coupons, promotions, important alerts to seasons greetings!

Go Green
Help save the earth as part of a Go Green initiative with MMS. Sending moving colors and messages via mobile phones eliminates the need for paper and expensive direct mailers.

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Voice Broadcast

Voice messaging combines the personal touch of a human voice with advanced technology that allows you to communicate with hundreds or thousands of people with a single telephone call. Simply put, it's a pre-recorded message people can hear when they pick up their landline or mobile phones.

Voice marketing has been an integral component of top businesses' marketing mix and strategy to consumers for years. It provides your business with a platform to execute voice marketing campaigns that drive traffic to your store, website or event, while increasing customer loyalty, retention and satisfaction. Announce special sales, cross-sell complimentary products or services, and generate incremental sales.

Quick & Easy Setup
It takes a matter of minutes to set this all up. Simply configure your voice messaging campaign on our website, upload your message, send the voice message to hundreds or thousands of recipients with one click, and view real-time results online.

Voice Customer Relationship Management (CRM)
Looking through your customer database list, you're likely to find a group of past customers that you might be able to re-engage with an appropriate message, or you may have groups of current customers that you'd like to specifically target with an incentive that isn't available to all of your customers. Use voice messaging to record personal messages to your target customer segments and broadcast your recorded message to their phones instantly.

Invitation Reminders for Events and Promotions
Do you have special events for your customers or clients? It's easy to record and send a personal invite that's directly from you and in your own voice to those you wish to attend. You can include details of when and where the event is, what special discounts or savings they may receive by attending, and even include directions on where to RSVP or on how to get to the location.

New Product and Service Announcements
Have you ever spent an enormous amount of time preparing to release a new product or offer a new service only later to hear from your customers that they weren't even aware of it being available? With voice messaging you can reach all of your customers in a matter of minutes on the day you want them to know about your new offering. Your customers will appreciate being informed and you'll likely see a boost in sales.

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Facebook Widget

Now you can have your very own Facebook Widget tied to your sms marketing program!

It's a great way to connect with your existing fans, friends, and other active users who are on Facebook every single day! Collect peoples' contact info and have it automatically update your database so you don't have to do a single thing. Make sure to do a lot of advertising and let your Facebook fans know to go to your sign-up widget.

Remember: *The more you advertise it, the more contact info you'll collect, which is a KEY factor in determining how effective your marketing campaigns will be.*

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Used by:

- Businesses (Retail, Services, Travel, eCommerce, etc.)
- Teachers and Professors
- Event / Party Organizers
- HR Administrators and Staff
- Organizations and Non-Profits

Create sign-up sheets in Facebook for:

- College Classes
- Clubs and Groups
- Training and Seminars
- Parties and Games
- Event RSVPs

Shuffle Responder

With the SMS Shuffle Responder people can text your keyword and get a different auto responder each time. It's great for setting up a pool of different pre-planned promotional messages to send to your customers.

How does it work?
- Create 10 different promotional text messages for your business. This will be your automated shuffle responses when people text your Mobile Keyword.
- Once a customer has texted the Mobile Keyword more than the number of allotted shuffle responses in your pool, you can set up an automated shuffle responder message to go out indicating that the pool of shuffle responders has been exhausted.

Benefits

- Opting in is easy for the customer and it's a fast way for businesses to obtain customers' contact info.
- Customers opting into the program WANT to receive your specials and promotions.
- The business owner, once the promotions are set up, can quickly send out mass text messages to all the customers at once – saving time and cost in message delivery.
- Customers WILL increase their patronage. Real-world examples have shown up to a 20% increase in sales.
- As a business owner you can automate the timing of special promotions to go out when business is usually slow to increase store traffic in a matter of hours (not days).

Perfect For:

- Daily Specials
- Joke of the Day
- Daily Bible Verses
- Weekly Coupons & Promotions

Case Study: Restaurant
A restaurant signs up to use the automated Shuffle Responder for an upcoming promotion.

Table tents and/or other in-store signage direct customers to text "Specials" to 00000 to receive our daily specials.

Customers can easily opt into the program by texting the keyword at their tables.

Customers receive a special text message from the pool of different auto responders.

When customers text the same keyword again ("Specials" to 00000), they will receive a different promotional message (the shuffle responder) until the pool of auto responses have been exhausted.

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