

**CREATIVITY IS THE ABILITY TO SOLVE PROBLEMS
THAT ARE WORTH SOLVING**

MOBILE

MOBILE

Products and services

Mobile products

SMS

MMS

Mobisites

Mobile
portals

IVR Lines

Hybrid products: SMS – Email - web

Messaging products

Clients looking for you...

Receive enquiries from interested parties to your 5 digit Shortcode.

Entries are in real-time and you have a choice of responding automatically via SMS, or MMS, or even from your call-centre



Wield the power of Mobile to create a seamless communication channel

Bulk SMS: Talking to your audience

SMS is still the easiest way to stay in touch with your clients.
South Africans send 1 Billion SMS' every day!

Use SMS to send alerts about events, specials, or even CRM messages.

SMS has a full reply path, so if your audience would like more information or to take up your offer they can reply to your message and you'll receive their request.



Bulk MMS

Send high-impact messages straight to your customers pocket! MMS advertising is a cost-effective medium for targeted promo's to your client base.

Whether you are running a promo, doing a product or event launch, or would like to create a viral campaign with your latest TVC, use MMS to create a memorable message that appeals to your recipient's senses!

MMS can include video clips, audio, animation, and also includes a reply path for campaigns with a call to action.

MMS campaigns are fully measurable, and there is no wastage as MMS' are only sent to supported handsets.



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Mobisites, portals and voice...

Mobisite features

Mobisites can be campaign specific, or developed as an extension of your website.

Visual appeal:

Mobisites include key elements from your normal site, designed optimally for viewing on a smaller screen

Interactivity:

Mobisites have a backend, so users can log into their profile and retrieve specific information, or even complete transactions

Payments:

a secure payment gateway is available if your clients would like to make purchases from your mobisite.

Measurability:

Mobisite reporting includes all stats on usage and activity relating to your mobisite, including multi-level viral stats to gauge the viral impact of your campaign.



If you have a website,
you need a mobisite
too!

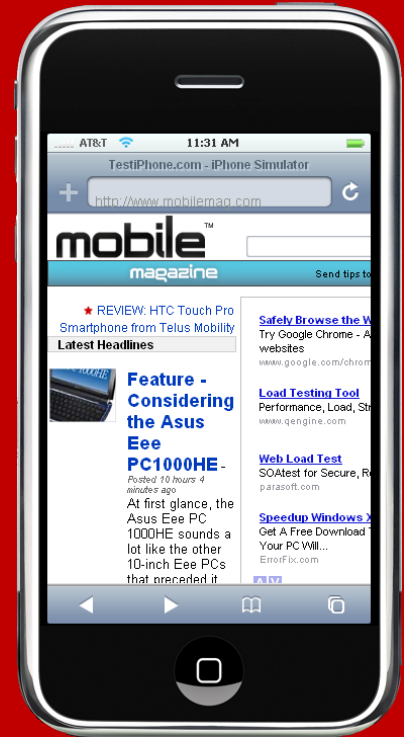
Mobile Magazines & content portals

Create bite-size snippets of interesting content, or create a live information portal!

Full CMS, live feeds, user-specific data, client logins
News information and content is accessed live from your service

A mobile adserver is included for serving ads to your target audience

Users can create a profile, and select information relating to their specific interests



Interactive Voice Response

Create a virtual mobile call centre using IVR!

Users can make enquiries using voice prompts in a virtual contact centre.

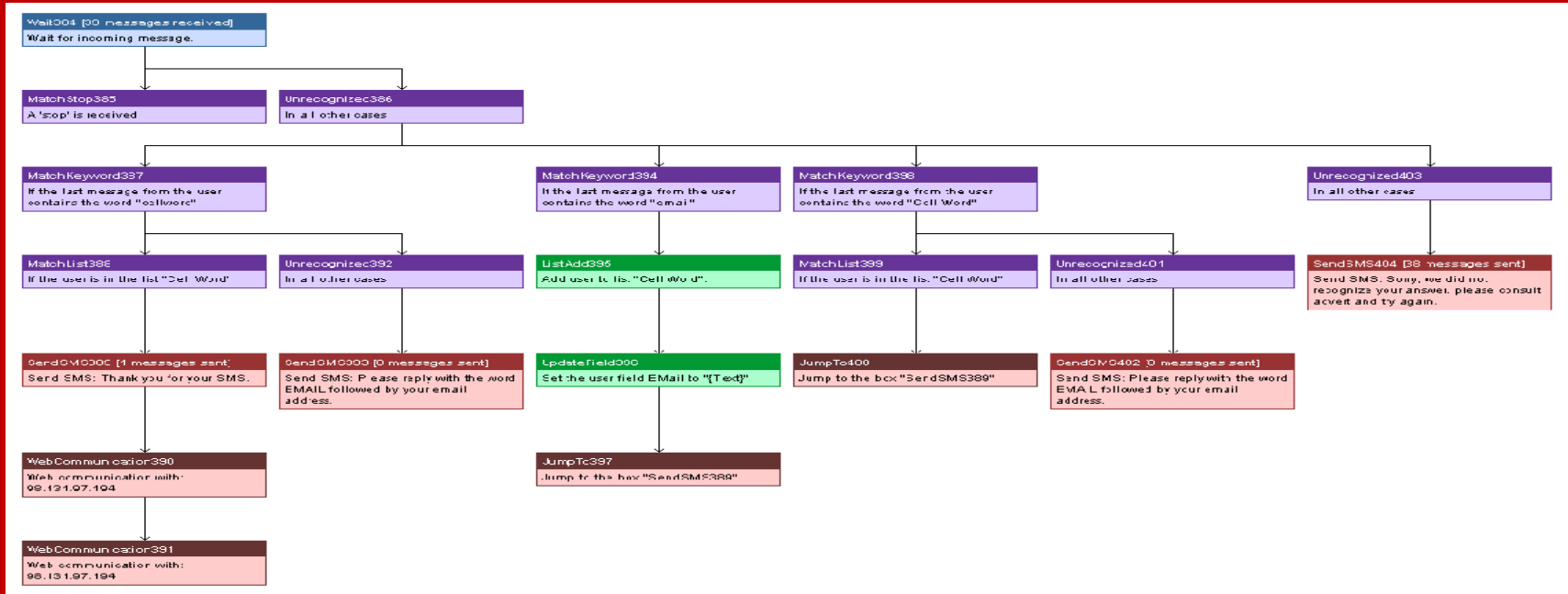
Ideal for use in competitions, promotions, or even as an ongoing “customer care” line.

IVR is integrated with other Mobile services in multi-channel campaigns.



Campaign planning & Management

Building interactive campaigns



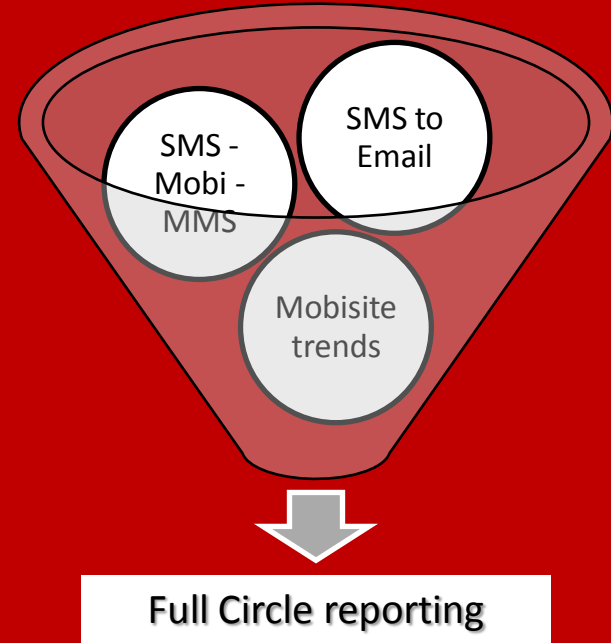
Campaigns are setup in a campaign management system

cellword | campaign management system

Interactive campaign management

- *Multi-directional, multi-channel mobile campaigns
- *Triggered messaging

- *Multi-channel reporting
- *Smartmouth email management integration



For more information on our Mobile services, please contact:

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