



Mobile Marketing

Trends



- Mobile Adoption Rate Set to Explode in 2011
- New Marketing Channel - Less Crowded
- Not Just for Kids - 60% of U.S. Ages 30 - 49 are Text Messaging

Why SMS vs Email



- Email Read When Reader Ready
- People Get Too Many Emails
- Open Rate: SMS > 95% vs Email < 20%
- Coupon Redemption: SMS 15 - 35% avg.
- Coupon Redemption: Email 1% avg.
- SMS Growing 25 Times Faster Than Email

What's Included



- Consult on Best Practices for Messaging
- Track Sent and Open Rates
- Configure Your Site for Opt-in
- Promoted to over 10,000 Twitter followers
- Free advertising on yourregina.com

Price & Terms



Description	Standard	Pro	Plus	Premium
Set up Fee	100	100	100	100
Contract (months)	6	6	12	12
Monthly Fee	175	350	425	1250
Messages Included Per Month	500	3000	4000	15000
Price Per Additional Message	.10	.10	.10	.08
Number of Keywords	1	2	3	6

ROI



Item	Standard	Pro	Plus	Premium
Revenue				
Messages	500	3000	4000	15000
Conversion	20%	20%	20%	20%
Avg Unit Sales	100	600	800	3000
Avg. Revenue/unit sales	\$45.00	\$45.00	\$45.00	\$45.00
Total Revenue	\$4,500.00	\$27,000.00	\$36,000.00	\$135,000.00
Expenses				
Fee	175	350	425	1250
Discount %	20%	20%	20%	20%
Discount	\$900.00	\$5,400.00	\$7,200.00	\$27,000.00
Profit				
Net	\$3,425.00	\$21,250.00	\$28,375.00	\$106,750.00
ROI	1957%	6071%	6676%	8540%

Want a Mobile Site?



- You Need a (optional) Mobile Site When:
 - Your Site Doesn't Render Well
 - Offer Coupons
 - Reservation System with Push Email Alerts
- Cost Effective \$450



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