



mblox
From text to what's next

5 WAYS MARKETERS & MEDIA TECHNOLOGY PROVIDERS CAN BENEFIT FROM A2P SMS

BUILD YOUR PERMISSION BASED CUSTOMER DATABASE USING FRESH, ENGAGING MOBILE MARKETING CAMPAIGNS... AND KEEP CONSUMERS ENGAGED WITH EASY ACCESS TO SPECIAL OFFERS AND FUN GIVEAWAYS.

THE UBIQUITY AND STUNNINGLY HIGH READ-RATE OF SMS MESSAGES MAKE A2P SMS A KEY TOOL IN ANY MARKETER'S BELT.

1 Enable Stand-Alone Mobile Marketing Campaigns

- Use SMS as an entirely new communications channel

2 Use SMS in Conjunction with Traditional Media to Drive Subscriptions

- Complement email campaigns and promotions with short, time-sensitive SMS alerts
- Drive increased subscriptions by promoting SMS sign-up at events, and via traditional broadcast and print media
- Mobilize your campaigns: drive mobile website traffic with mobile coupons, contests, and promotions



3 Create Successful Loyalty Programs

- Strengthen brand loyalty with personalized SMS invitations to loyalty programs, surveys, and special offers
- Send automated SMS messages to opted-in loyalty program members: reveal special events or sales, tell them how many points they need for their next reward, and nudge them to come back if you haven't seen them lately
- Instantly capture key statistics about your loyalty campaigns

4 Keep Users Engaged with Links to Promotional Content

- Keep customers engaged and entertained with SMS links to promotional content, including videos, audio clips, photos, and websites

5 Increase Customer Interaction with Contests, Sweepstakes, etc.

- Simplify contest enrollment by allowing customers to simply text a shortcode
- Deepen customer engagement through creative offerings such as backstage passes or seat upgrades at live events, or the chance to name a product or star in a commercial
- Let your customers interact with each other by texting answers to trivia or polling questions



ABOUT MBLOX

Mblox is the largest Application to Person (A2P) mobile messaging provider in the world, trusted by more companies to carry their mission-critical traffic than any other service. As the industry's most experienced Tier One SMS aggregator, we provide reliable, uncompromising connections and create positive brand experiences that transform numbers into profitable relationships.