

“Reaching people at the exact moment they are most receptive to your communication”



**Mobile
Marketing
Solutions**

**PARAGON
MATRIX**

Mobile Marketing Solutions



“Mobile marketing can reach people at the exact moment when they are most receptive to your communication”

Business today is more challenging and competitive than ever. Businesses need to attract new customers quickly while retaining and interacting with a loyal customer base.

- Brands need to communicate directly with customers in real time in order to keep their finger on the pulse. Trends change more rapidly than traditional research can track.
- Customers demand superior service and expect brands to respond to them swiftly, proactively and incessantly.
- Customer service and communication are more important than ever, yet the pressure is on to keep the cost of operations as low as possible.
- Mobile media marketing is opening up opportunities and challenges that need to be addressed and integrated in conventional marketing for businesses to stay at the front in the race for customers.



THE SOLUTION

TELiReach® is an effective business-to-customer communication framework. It will enable you to communicate via a mobile phone, pda, bluetooth, blackberry, laptop, internet, etc and an intelligent information delivery engine in order to deliver on your brand communication goals.

TeliReach® enables you to:

- Manage relationships with customers by sending permission based alerts and information services via SMS, MMS, and other portable device methods.



- Create new, fast and interactive marketing channels to target 'niche' markets on the fly and interact with customers. Push & pull rolled into one system.
- Enabling customers to search and obtain the required information
- Enable customers to buy and/or book goods and services through mobile channels

THE BENEFITS

- TELiReach® gives brands the power to manage their customer relationships without having to rely on third party providers.
- All communication efforts can be controlled and managed internally.
- Personalised communication with mass audience
- Improved customer service and efficiency
- Lower cost per contact, no effort or staff involved (*time savings*)
- Increased effectiveness
- Ultra flexible communication channel
- Ties into existing systems & procedures
- Expand based on your requirements
- Documents every single contact. Ideal data mining tool.

WHAT OUR PRODUCT DOES

With our solution you can add mobility to the way in which your:

- business can reach consumers
- consumers can get additional information about the offerings
- consumers can book/ buy based on context and comparison
- campaigns can be executed differently based on location/venue/language/mobile operator, etc. Versatility is key.



Mobile Marketing Solutions



“Mobile marketing is now a serious business. Marketing professionals ignore this marketing channel at their peril”

IN A NUTSHELL:

Add mobility and agility to your overall consumer reach and management

THE PROCESS

- Create a campaign
- Create outbound or inbound marketing programs aimed at your target audience (*for outbound you need to have collected mobile user data*)
- Outbound programs can add a trigger aimed at your target audience for consumers to respond for more information
- Consumers can get more information, participate in prize draws, coupons, ticket distribution, etc. or leave a message.
- Consumers can get more information via SMS/ MMS/ WAP/IVR
- Consumers can buy/reserve what they have heard/seen
- When they buy something a secure ticket gets downloaded that can be redeemed at POS or procurement

OUR DIFFERENTIATORS

- Integrate search, advertising, brand information delivery and ticketing through multiple mobile channels
- One stop shop that enables marketers to communicate with and bill different target audiences all from one central point of contact
- Support for multiple types of contents and ticketing
- All captured information can be analyzed instantly from one central PC
- Highly flexible adaptable communication tool giving you endless creative possibilities

HOW IT WORKS

Campaigns and Promotions

- a. Support for both permission based and push based advertising
- b. Customer data can be obtained from various data sources
- c. Plan a campaign, then execute it...instantly! (*Via - Mobile/SMS/MMS/PDA/e-mail, etc*)
- d. Integration with a contact center for more personal and advanced information delivery

Models for using our software

- a. Pay per message
- b. Pay per customer
- c. Pay per campaign
- d. Buy the software outright and use it without any limitation. Support & training provided.



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