



Colleges: Increase Student/Faculty/Alumni Involvement with Innovative Technology



Why Mobile Works

- ✓ There are 246 Million Mobile users in the U.S. today.
- ✓ Over 98% of existing mobile phones owned by US customers are text-capable and over 80% of US Mobile users actively use texts on a regular basis.
- ✓ In May 2010, 160 Million Mobile Users sent a text message to another phone, and 85.5 Million are Mobile Internet users.
- ✓ 87% of Hispanic households have multiple mobile phones and use them more than personal computers. And more than half of Hispanics regularly use text messaging.
- ✓ Text Messages, even permission based promotional texts, have a 94% Immediate Open rate.
- ✓ Brilliant Mobile® provides a tool that lets you communicate with your audience on the device they have with them wherever they are 24/7: their mobile phone.
- ✓ As a Permission-based platform, consumers opt-in to receive messages that they value, unlike spam/junk mail.

Brilliant Mobile Features:

- ✓ **Text 2 Alert:** In the case of emergency, cut through the clutter and alert students & faculty on their cells; giving clear direction to save lives, save time and save frustration!
 - On-campus terror, safety alerts, or even when a faculty member is stuck in traffic, let the students know within seconds
- ✓ **Text 2 Join:** Increase Involvement for On Campus Activities, Alumni Events and Fundraisers.
 - Increase Sales to Athletic Games, Student Stores, Cafeteria!
- ✓ **Text 2 Remind:** A quick & easy way to:
 - Confirm homework assignments, SMS Texts can be sent in multiple languages, bridging the gap of school and home.
 - Give Due Dates for Projects, Papers, Fundraising Drives
 - Student/Teacher Appointment Reminders decrease no-shows for meetings
 - Share Project Timelines & Fundraising Milestones
- ✓ **Text 2 Chat:** Two way text messaging allows them to ask questions in concise manner, and receive feedback via text
- ✓ **Text 2 Vote:** Involve & Engage your Students to have a voice in activities, learn what your Audience wants to know!
- ✓ **Text 2 Screen:** Create Excitement & Build Momentum on Digital Screens at Games/Assemblies/Conferences.
- ✓ **Brilliant Merge:** Personalized SMS makes texts more personal.
- ✓ **Online Sign-up Pages:** Give your Students and Alumni the choice of how to communicate with you, either by SMS Texts, Email or Instant Message, all on one platform!
- ✓ **Brilliant Analytics:** Prove when messages were received and measure results for analysis
- ✓ **Brilliant Mobile Websites:** Be accessible 24/7! Be searchable on Google or Mobile Internet or Deliver your tiny URL via SMS, either way, mobile sites are more cost-effective and efficient than phone specific apps.
- ✓ **Brilliant Social:** Post promotions to all sites with ONE Click!



Another Brilliant Idea offers **Brilliant Mobile**, which provides solutions and services for interactive mobile marketing and commerce that helps drive traffic to Retail, Restaurants, Events & Websites. Plus, providing an easy communication platform for Schools, Churches and Community Organizations.

Standard Carrier rates apply, but Brilliant Mobile does not charge end-user for SMS service.

Text MaryBarnett to 69302 for a Mobile Business Card; Text BRILLIANTMOBILE to 69302 for a sample SMS.

Office: 951-898-3727; <http://www.BrilliantMobile.com>