



QR Codes + Mobile Sites + Mobile Text + Voice Broadcast + IM + Email + Social  
**ALL-IN-ONE MOBILE PLATFORM**



Even if you have an iPhone, standard websites are not as easy to navigate as MOBI sites. If its not easy, Mobile users get frustrated and leave the site.

**Authors & Book Publishers' Challenge:** To build a list of loyal fans, increase book sales, and create excitement about the author and upcoming book projects! To make the book accessible 24/7, be cost-efficient, use green technology, monetize social marketing sites and track the performance of various campaigns and media sources.

**Solution:** Brilliant Mobile® provides cutting-edge tools that lets you communicate with your target audience on the device they have with them 24/7: their mobile phone. Plus we integrate QR (Quick Response) codes, Mobile sites that are easily read on every phone & Mobile text features let you engage your audience how **they** want to play!

- ✓ As a Permission-based platform, consumers opt-in to receive messages that they value, unlike spam/junk mail. Our Brilliant QR-2-SMS feature even allows smart phone users to “scan & join” your mobile database instantly!
- ✓ Our Brilliant MOBI® sites give your fans an easy way to buy your book, when they are ready to buy, usually on the GO! Brilliant QR-2-MOBI feature allows consumers to scan what is interesting, and our platform instantly delivers what they want. Brilliant MOBI® sites increase revenue, are cost-effective & green; as you can change the message, yet keep the same QR code! Plus, Brilliant QR® codes have Analytics that can help track campaign stickiness.
- ✓ Brilliant QR-2-PDF codes allow user to receive your Electronic Press Kit via Email without printing or postage cost!
- ✓ Increase engagement by posting QR codes on Social sites like Facebook, and traditional media like Radio/TV/Print with a Call to Action that has traction; with full Analytics every step of the way. Track each media source, know who is interested, where and when they were interested, and then continue the conversation accordingly.

<b>Why you need to be in the Mobile Space:</b>	
✓ 6.1 trillion text messages sent in 2010	✓ Mobile shopping will balloon to \$119B by 2015
✓ 975 million mobile web users expected by 2012	✓ Half of adult text'ers send and receive 10 text messages daily, with a 94% immediate open rate
✓ Mobile phones to overtake PCs for web surfing by 2013	✓ Mobile ad revenues to hit \$3.5 Billion this year, \$24 Billion by 2015
✓ 80% mobile websites attract global audience	✓ Only 4.8% of U.S. retailers have mobile-optimized Web sites. Be ahead of the curve!
✓ 7.3 million mobile phone users shop via mobile monthly	

**Annual Brilliance  
12 month Campaign Package**

- ✓ Multi-page MOBI Website: Commerce, Social & Email: designed & hosted
- ✓ QR 2 MOBI codes with Analytics
- ✓ Custom Keywords and
- ✓ QR-2-Keyword codes for building Mobile Databases
- ✓ 10,000 text credits and a dedicated Mobile Manager that will help you each “text” of the way!

Or just get **Brilliant YOU®**

**Brilliant YOU®** is Mobile Landing page that acts as a personal branding tool that has your contact info, links to social sites & click 2 email features!



**Brilliant Mobile®** provides solutions and services for interactive digital, mobile marketing and mobile commerce campaigns that help drive traffic to Authors, Retail, Theaters, Restaurants, Events & Websites. Standard Carrier rates apply, but Brilliant Mobile does not charge end-user for SMS service. **Text MaryBarnett** (no spaces) to **69302** for a Mobile Business Card via SMS. Call: 951-898-3727; Click: <http://www.BrilliantMobile.com>; or Scan the QR code to the right with your smart phone for our MOBI site! To get a FREE QR Reader, go to your Mobile's App Store or to [www.i-nigma.mobi](http://www.i-nigma.mobi) from your cell. It will automatically ID your handset type and download and install one for free.