



## Retail & Online Stores Increase Traffic & Sales Quick & Easy

### Why Mobile Works

✓ Consumers know what they want, they want to feel appreciated and rewarded for being loyal, and they want a good deal. They will text in to receive discounts, deals or get exclusive updates about what they are interested in, giving you permission to send them information they want, and will share it with their friends!



### SMS Text Statistics

- ✓ There are 246 Million Mobile users in the U.S. today.
- ✓ In May 2010, 160 Million Mobile Users sent a text message to another phone, and 85.5 Million are Mobile Internet users.
- ✓ Over 98% of existing mobile phones owned by US customers are SMS-capable and over 80% of US Mobile users actively use SMS on a regular basis.
- ✓ Texts have a 94% Immediate Open rate.
- ✓ 28 million Americans have unlimited mobile packages on their cell phone service. (2008:Nielson)
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Brilliant Mobile packages start at \$49/month



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. 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>

### How you can use Mobile

- ✓ Post in-store displays advertising instant 15% off coupons for customers who text your keyword to 69302, showing their confirmation message to the cashier to redeem.
- ✓ Promote your text messaging program as an “VIP Savings Club” that send SMS text message alerts for private shopping parties, customers can RSVP to the event to receive a discount online or in the store.
- ✓ Run a contest where customers who text your keyword to 69302 are automatically entered to win a big-ticket item each season. One lucky winner may be chosen at random.
- ✓ Online retailers can use our Face Book widget or Online Sign-up Page to build your subscriber list, sending a special promo code in the auto-reply when customers sign up.
- ✓ Send periodic offers like Free Shipping or Free Gift Bag to all of your subscribers.

### Brilliant Mobile Features

- ✓ **Text 2 Join:** Create a Community that wants updates, deals and discounts to spend more money with you!
- ✓ **Text 2 Receive:** Mobile Coupons, Promo Codes and Mobile Sales will drive traffic to your Retail Location or Online Store
- ✓ **Text 2 Win:** Everybody loves to Win, Increase your opt-in and conversion rates building your database
- ✓ **Text 2 Vote:** Increase participation, gain insights on your ideal customer. 2 way Chat allows you to interact via text!
- ✓ **Text 2 Remind:** Send out auto-reminders to increase attendance or sales on events/releases
- ✓ **Text 2 Screen:** Create Buzz, Excitement & Build Momentum on Digital Screens in your lobby, club or bar!
- ✓ **Text 2 Go:** Administrator can send texts to target lists from their phone while at the beach = driving sales to store!