



Schools: Increase Parent Involvement with Innovative Technology



SMS Text Statistics

- ✓ 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.
- ✓ 87% of Hispanic households have multiple mobile phones and use them more than personal computers.
- ✓ More than half of Hispanics regularly use text messaging.
- ✓ Text messaging has increased 59% year over year among Hispanics.
- ✓ As of June 2009, 135.2 Billion SMS are sent by mobile users in the US each month. That number has grown by 250% each year for the two years prior.
- ✓ Text Messages, even permission based promotional texts, have a 94% Immediate Open rate.
- ✓ 28 million Americans have unlimited mobile packages on their cell phone service. (2008:Nielson)

Why Mobile Works

- ✓ Promotes Parent-Teacher Communication that has a 94% immediate open rate
- ✓ SMS Texts can be sent in multiple languages, bridging the gap between school and home
- ✓ Allows Parents to ask questions in short, concise manner, and receive feedback via text

Brilliant Mobile Features

- ✓ **Text 2 Join:** Encourage Parent Involvement for the PTA, On Campus Activities, and Fundraisers
- ✓ **Text 2 Remind:** A quick & easy way to:
 - Let Parents know what homework has been assigned each day.
 - Give Due Dates for Library Books
 - Parent/Teacher Appointment Reminders decrease no-shows for meetings
 - Share Project Timelines & Milestones
- ✓ **Text 2 Chat:** Two way text messaging satisfies parent's need to feel listened to.
- ✓ **Text 2 Vote:** Involve & Engage your Parents to have a voice in activities
- ✓ **Text 2 Screen:** Create Excitement & Build Momentum on Digital Screens at Games/Assemblies/Conferences.
- ✓ **Brilliant Merge:** Personalized SMS makes each text more personal.
- ✓ **Online Sign-up Pages:** Give your parents the choice of how to communicate with you, either by SMS Texts, Email or Instant Message!
- ✓ **Brilliant Analytics:** Prove when messages were received and measure results for analysis



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>