

# sms/Keyword Marketing



## Transform any media advertising into a turnkey interactive lead generation program with Keyword Marketing

What 800 and 888 numbers were to advertising in the past, sms keyword marketing is to the future of direct marketing.

No matter what type of advertising or marketing you do such as web, banners, direct mail, email, TV/print/radio ads, billboards, etc. all you do is tell prospects to text a custom keyword that you choose to 1tm's short code number. These users get a limited number of promotions per month (4 SMS max) and have an easy Opt-in / Opt-out mechanism in place.

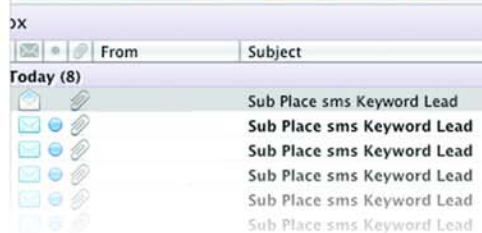
1. Direct prospects to text a custom keyword to a short code number on their cell phone.



2. Your prospect receives a custom auto responder message from you directly into their cell phone.



3. Immediately the lead is processed through our servers and sent directly to you in your email!



4. While you use your keyword marketing program, you'll be building a new customer database that can be used again and again for promotions. As you connect with your customer you can request various forms of contact information for multi-media marketing.

### :: How sms/Keyword Marketing Works

> In all of your advertising and marketing materials you direct prospects to text a custom keyword to a short code number on their cell phone.

(Example: In your ads you say: For information text "Keyword" to 12345 now!)

> Immediately YOU receive the lead into your email and YOUR PROSPECT receives a custom auto responder message from you directly into their cell phone.

:: sms/Keyword marketing can be used for lead generation, distribution of discount codes, surveys, contests, voting, and more!

:: Costs are paid on a monthly fee which includes use of 1tm's short code, the auto-responder broadcast and 1-month of trafficking leads directly to you.

:: Your autoresponder can include Click to Call, Click to WAP, Text Chat, or Text Poll

123 NW 13th Street, Suite 300 | Boca Raton, FL 33432  
Call: 888.668.0757 | Text: 1tm to 95495  
info@1touchmarketing.com



reach | retain | results