

sms/Mobile Marketing



Tap into the mobile phone market

sms/Mobile is perhaps the only platform that allows marketers to reach prospects wherever they are — at the moment of ad broadcast.

Mobile advertising offers a truly unique platform for marketers. Mobile phones are very personal devices. As such, users are highly engaged with its content. Mobile advertising penetration hits one in three mobile phone users with high recall statistics, especially among text messaging users.



Of people who have recalled seeing an sms message on their phone, one-third recalled the brand unaided. Brand recall rates from mobile marketing are 20 times greater than web and 10 times that of direct mail.

The Ultimate Opt-In Marketing Vehicle

Options Media's 1tm sms/Mobile Database is composed of 63 Million opted-in users who have agreed to receive mobile messaging.

These users get a limited number of promotions per month (4 SMS max) and have an easy Opt-in / Opt-out mechanism in place.

You can target users by geographic location and over 700 separate lifestyle and demographic selections.

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



:: sms/Mobile Marketing Database:

- > Reach recipients as young as 13 years of age
- > 63 million Opt-in users who have agreed to receive mobile messaging
- > 100% SPAM FREE- all messages are sent in accordance with regulations set by the Mobile Marketing Association

:: sms/Mobile Marketing Services:

Click to Call

By placing a phone number in the message itself, you give the end user another means of interacting with your brand.

EXAMPLE – "ABC BRAND is throwing a Toys for Toddlers event on 12/15. Music, Fine Dining, and a Raffle Contest! Call 123-456-7890 for more details. Text OUT to stop."

Click to WAP

By placing a link to a WAP site or mobile web site within your message, you'll give the end user the ability to access more information, make purchases, or even opt-in more personal information for your records.

EXAMPLE – "ABC BRAND is throwing a Toys for Toddlers event on 12/15. Music, Fine Dining, and a Raffle Contest! Visit www.abcbrand.com <<http://www.abcbrand.com>> for more details. TextOUTtostop.



reach | retain | results