

## The Mobile Imperative

Mobile marketing has emerged as a highly effective way of engaging customers, no matter where they are or the time of day, and we know marketers have choices as they go about undertaking this mobile imperative for their business.

Today we help hundreds of marketers take their first steps toward marketing to their customers using the mobile channel. What we've found is that marketers typically evaluate their options based on a variety of factors. Our clients who have realized the greatest success take the view of engaging their customers in an ongoing Mobile Dialogue.

## Mobile Dialogues

TextMe is a product designed to do just that. Marketers can sign up for and use TextMe rapidly because it's a powerful software application accessed via the web with no special software to download, and it has been designed from the marketer's point of view to rapidly initiate Mobile Customer Dialogues.

Working with marketers, we created a number packaged Mobile Marketing Actions that allow business objectives to be tailored to the mobile channel. From getting customers to opt in to mobile communications to engaging them in multi-step campaigns such as sweepstakes, TextMe offers many mobile marketing best practice capabilities. TextMe even has the ability to create and track multi-channel marketing programs, for example understanding the impact of mobile communications on investments in print, billboard or web-based media.

## The Mobile Data Asset

It's important to remember that by definition, Mobile Dialogues are iterative. Over time, they help marketers build a better understanding of customers and their preferences, to inform more relevant, targeted and higher value interactions.

At the core of TextMe is something we call the Mobile Customer Data Asset, which stores this knowledge in a way that allows marketers to assess the success of marketing programs, as well as segment customers for more targeted dialogues and even create scripted multi step, real-time mobile interactions.

## The Mobile Experience

Because mobile is an interaction channel just like others such as a web site, call center or the point of sale, marketers need to remember it is about more than text messaging, it's about the customer experience. That's why in addition to TextMe, Interactive Mediums also offers expertise in other important elements of successful campaigns such as email, mobile websites and mobile applications.

Marketers who crave results and a return on their marketing investments are increasingly turning to Interactive Mediums as their mobile marketing partner. We possess unmatched technical capabilities blended with a fanatical focus on helping clients develop more profitable, insightful and engaged customer relationships.