

Media and Entertainment

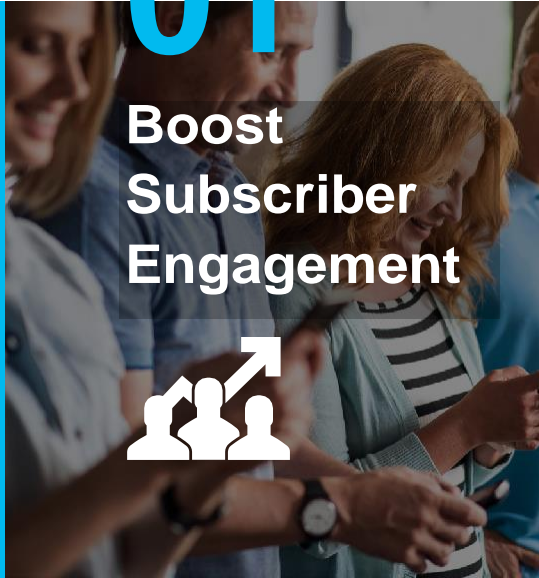


Text messages have revolutionized how we communicate, quickly becoming our go-to channel for daily use. SMS Marketing Services helps you tap into this power for your company, allowing you to reach your subscribers, even while they are on the go. Our advanced tools go further than common mass texting solutions by helping you boost subscriber engagement, increase revenue and satisfaction, and improve how your events and facilities operate.

USE CASES

01

Boost Subscriber Engagement



Texts are responded to 60x quicker and 7.5x more often than email, making it the best channel for subscriber engagement.

- Basic Features
 - » Collect new subscribers through mobile keywords and online forms.
 - » Let subscribers be the first to know about special events like fundraisers, meet and greets, and ticket promotions.
 - » Get real time vote results using mobile voting.
- Advanced Features
 - » Only SMS Marketing Services can send announcements across all channels, including SMS, MMS picture messages, email, social media, and voice.
 - » Tailor each alert based on subscribers’ interests and behavior, so you only send messages that they’d be interested in, minimizing opt-outs.

02

Increase Revenue



Leverage your subscriber base to increase revenue and event attendance year-round. For example:

- Our unique Smart Targeting lets you automatically send only relevant promotions (e.g.: VIPs or veterans).
- Send links like “watch live” and app downloads, and track which subscribers click it using our Click Through Tracking tool. You can even have a reminder automatically sent to those who haven’t clicked it within a day, week, etc...
- Provide sponsors with opportunities to promote their keywords and promotional messages through texting.
- Automatically send special birthday promotions or holiday offerings on the day.

USE CASES

03

**Bolster
Customer
Satisfaction**

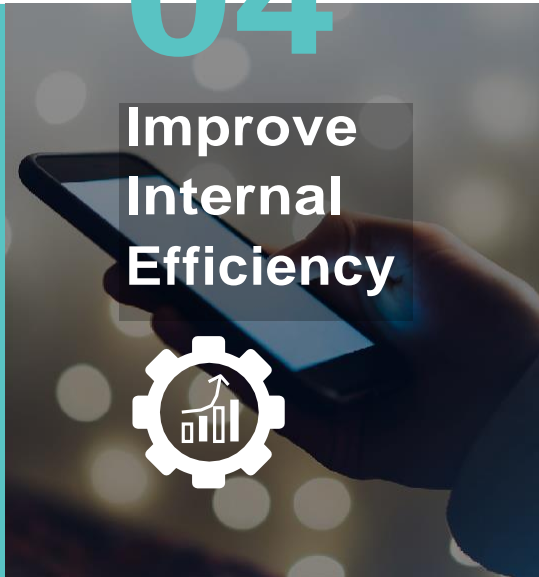


Nowadays, subscribers would rather text over call because it's more convenient and less time-consuming. With SMS, you can:

- Give customers the option to text you, so they don't have to risk being put on hold or have emails buried in an inbox.
- Send parking updates, so event goers know which lots are full.
- Gather subscribers' feedback with interactive surveys. Based on their responses, they can even automatically be placed into groups, so you can better target them.

04

**Improve
Internal
Efficiency**



Everyone carries their phone with them at all times, making it the perfect tool to send and receive alerts. For example:

- Send notifications to coordinate staff, especially during critical situations.
- Improve reporting of venue maintenance (e.g.: allow guests to report a broken bathroom stall by texting "Stall5" to 99000).
- Automatically fill empty shifts when an employee is unable to come into work.
- Let HR notify employees with targeted benefits information using Smart Targeting.
- Find more qualified applicants for jobs and automatically match them with openings relevant to their qualifications. Our intelligent Text Bot that can even ask them qualifying questions, and automatically send them a link to relevant jobs based on their answers.

LIFECYCLE ENGAGEMENT

SMS Marketing Services allows you to communicate with subscribers throughout every stage of their experience, through signup, engagement, purchase, and customer service. For example:



1

Display **mobile keywords** throughout your advertising to secure subscribers.



2

Automatically **gather information** about subscribers such as the products or events they're interested in.



3

Use the collected data to **drive up revenue** by automatically sending targeted offers based on subscriber interests or behavior like link clicks or website visits.



4

Mass blast major announcements or critical alerts to all your subscribers.



5

For events, **communicate with staff** about things like parking assignments and shift scheduling to ensure things run smoothly.



6

Send **automated reminders** via SMS, email, and voice, and post to social media for things like events, ticket sales, or product launches.



7

Text-enable your businesses phone number to answer questions via text without having to expose your personal number.



8

Automatically answer questions from customers using our **Intelligent Text Bot**.



9

Send **SMS surveys** to solicit feedback from subscribers, so you can improve your events or services in the future.

UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1 hour average support response time during business hours.



365-day
Technical Support



1-hour
Initial Response Time



9.5/10
Customer Service Rating

