

Mobile Marketing Resources



Essential Mobile Marketing Tools – Premium SMS Services

Nobleheart offers a variety of premium SMS services to assist businesses to maximise the reach and return on their marketing message activity. These premium SMS services include:

- ✓ Mobile Mini Website Builder
- ✓ Campaign Messenger
- ✓ Competition Manager
- ✓ Mobile Single Use Coupons
- ✓ Revenue Generating SMS Service

Mobile Mini Website Builder

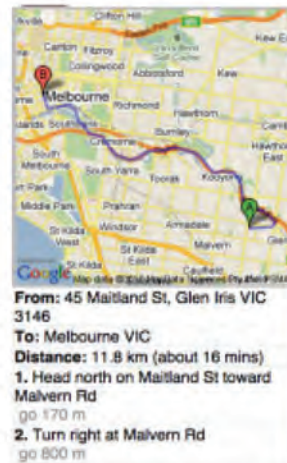
Take advantage of the shift to mobile mini websites to communicate your message to your customers and cost effectively add content to your mobile marketing campaigns. In the US in Q1 2011 over half of the marketing messages sent via SMS contained a link to a mobile website. At a fraction of the cost of using MMS you can deliver enhanced message content (images, maps, text) using mobile websites and providing a link to the website in the SMS marketing message.

Virtually all handsets on the market allow both SMS and Web browsing. Mobile websites can be tricky without the right technology. Each phone has its own browser capability, screen resolution (pixels and colour) and screen size. Our technology allows your website to be built by picking different page type options (plain, map, location list, forms) - and then completing the content once for each page. The system then renders images and page layouts according to the capability of the phones' browser.

So it is now possible to cost effectively deliver much more content when sending an SMS marketing message by building mobile web landing pages and then including these page URLs in the SMS message. Web pages can be quickly constructed and published using the mini website creation and site editing wizard.

On the Mobile Mini Website customers:

- will see web pages with the same look and feel as the main website
- will see special product offers included in the promotion
- will be called to action with contact email forms and click to call
- will be engaged by polls, videos, graphs and photos



Leave us your details and we will get right back to you.

Name: Rob Leishman
Mobile: 0412528225
Email: rob.leishman@nminnovation.com
I am interested in: Cruises

Send

LUXURY TRAVEL

Luxury Travel is open for business

Vivien Davies and Sonia Antilla are delighted to announce the opening of the inaugural 'Luxury Travel' agency. A Luxury Travel holiday is one that is individually tailored for you. We listen, offer our suggestions and together with you gain a true understanding of your aspirations and needs so we can deliver exceptional service and an amazing travel experience for you.

Contact Us

- Call Us
- Locate Us
- Message Us
- Website

Got any Questions?

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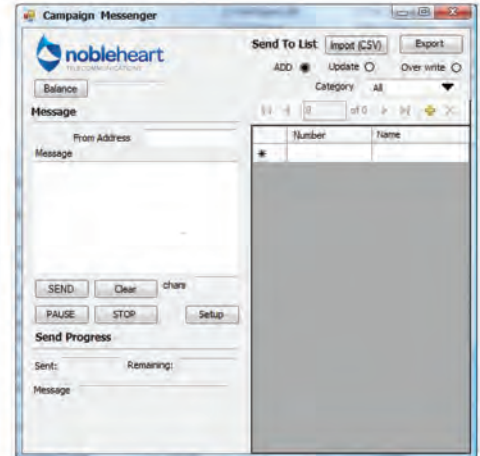
Campaign Messenger

Our Campaign Messenger Application is an ideal way to efficiently and cost effectively manage bulk messaging campaigns to large lists of recipients. Use the Campaign Messenger to:

- Monitor delivery progress
- Insert contact name into each message
- Import lists with number verification on import
- Categorise lists to segregate messages sent
- Pause and restart send process
- Insert link to Mobile Website for increased message content

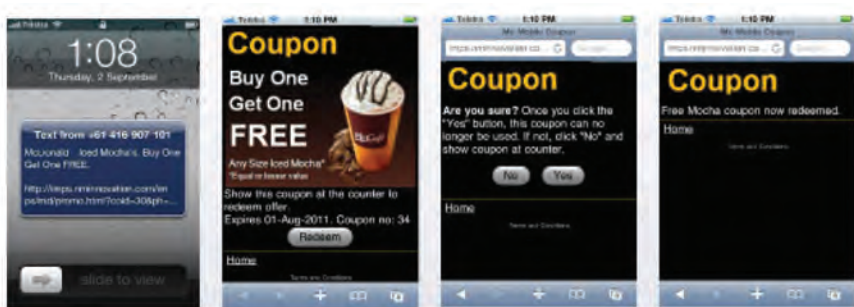
Competition Manager

Our Competition Manager is an essential tool to help you build your Opt-in Database (required by law in Australia). It allows you to manage your own SMS competitions including - automated entry responses, automated winner draws, comprehensive reporting and entry matching to unique code lists. When you run competitions you simply add the competition details and opt-in clause to the terms and conditions of entry, so that a person by entering has agreed to opt-in for promotional messages.



Mobile Single Use Coupons

Discount coupons provide an excellent way to reward customers and generate revenue. In the past, coupons sent to mobile phones have had issues surrounding redemption and distribution. Now you can deliver coupons via SMS to a large audience and the coupons can only be redeemed once. The coupon is actually delivered via a Mobile Mini Website.



Revenue Generating SMS Service

This service automates the sending and receiving of SMS messages using web based communications; and allows you to charge and collect revenue through the telecommunications billing process. This premium SMS service works for both incoming and outgoing messages.

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Why Choose Us?



Because we give the kind of service you just can't get from the big telcos.



One Bill

We're a full service telecommunications provider meaning we can provide all your communications on one single bill. So that's one simple payment per month and one company to deal with. Just makes life simple.



Direct Contact

When you're with us you'll have our direct contact details so if you've got a question you know who to come to. It's the kind of personal service the big telcos just can't offer. Their loss, your gain.



Choice of Networks

We know reliability is crucial, it's just got to work. So we only partner with the tier 1 networks so you get the service you're paying for, in more places. And better still, we can offer the network that suits you, not us.



A Communications Partner

We believe in being a valued partner to our clients by offering honest and straightforward advice. We don't make the sale and run, we're here to stay, and we're here to do whatever we need to keep you happy.

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