



2100 Riverdale, Suite 200 Little Rock, AR 72202

1-800-480-1248

www.sumotext.com

www.textmarketing.com

BACKGROUND

First there was the TV. Then there was the computer. Now over 270 million wireless subscribers in the U.S. have their eyes fixed on a third screen – their mobile phone. By far, the most successful strategy to reach this screen has been text messaging. Americans sent over 100 billion text messages in June of 2009.

ABOUT US

SUMOTEXT, Inc. is a short code application provider. We believe that every business and organization that currently collects email addresses will soon begin collecting mobile 'opt-ins' via short codes. Our clients leverage our SMS gateway and campaign management tools to begin engaging their most valued customers on their mobile device via text messaging. Though we continue to develop and host select client's industry-specific solutions, we remain dedicated to supporting and enhancing a self-service platform that our clients access online to control text message marketing and alert programs over short codes.

OUR SERVICE

Our online software service enables marketers to fully control keywords on short codes and configure highly interactive campaigns and message flows that identify, attract, profile, and reward their most valued customers.

Not just for marketers, organizational leaders also recognize that no other channel offers the immediate or ubiquitous reach of a text message alert. Our powerful keyword and group management controls streamline communications to increase attendance and participation while keeping dispersed groups of employees, stakeholders and volunteers organized, informed, and motivated.

PROBLEMS WE SOLVE

The Pareto Principle – also known as the Law of the Vital Few – suggests that 80% of your sales come from 20% of your customers. This principal was the foundation for the gaming industry's most successful marketing strategy ever – the 'Player's Club'. While similar customer identification strategies have since been adopted by most other business sectors, until now, email and direct mail were the only channels capable of leveraging these rich databases for targeted communications. With e-mail read rates for marketers down to 5%, and the high-costs and long lead times associated with direct mail, marketers need a more efficient and effective channel to attract and reward their most valued customers.

BENEFITS OF SHORT CODES

When a consumer opts-in to one of our client's short code programs from their phone, our client:

- Has identified someone very likely to buy, attend, or participate
- Has received permission to send them text messages
- Can reach them instantly (anytime/anywhere) with a 95% read rate
- Has provided their customer a trusted method to unsubscribe at any time

OUR CLIENTS

Our diverse roster of clients include L'Oreal USA, Baylor University, Valero Energy Corporation, Senator John McCain, New York Racing Association, French Culinary Institute, Tanger Outlet Malls, Hard Rock Orlando, Amateur Athletic Union, UFC Gyms, The E-Center Utah, Maps.com, Second Baptist Church of Houston, Malys, Thornton's Oil, Westside Rentals, Pyramid Foods, Worldwide Golf, Mobile Press Wire, Simple Simons Pizza, Locos Bar & Grill, FAMSA, and Andy's Burgers and Fries.

SUMOTEXT does not list a national brand as a client unless we represent the entire brand through an agreement with the corporate office. However, our small business clients include hundreds of independent operators of many other nationally recognized brands and organizations that include Applebee's, Kentucky Fried Chicken, Taco Bell, The U.S. Naval Academy, GNC Nutrition, Subway, Smoothie King, Jersey Mikes, Play-n-Trade Video, Tan Republic, Cici's Pizza, Rita's Ice, Chick-Fil-A, Java Dave's, Coyote Ugly, Little Caesars, Melting Pot, Hardees, Papa's Pizza, Hollywood Tan, Hungry Howies, Taco King, Dairy Queen, Arby's, Jack in the Box, and many others.

OUR SOLUTIONS

Text-2-Join Keywords

You've been collecting email addresses for years. Tired of getting 5% read-rates? Short codes provide a trusted method for users to 'opt-in' and 'opt-out' of mobile marketing programs from their phone.

Text message marketing works because it's fun, fast, and effective. The ability to reach your audience instantly - anytime, anywhere - with a 95% read-rate makes the mobile opt-in the most precious element in your CRM database.

Successful strategies to grow your database include:

[Text-2-Win](#) | [Text-2-Vote](#) | [Text-4-Rewards](#) | [Text-4-Alerts](#)

Text-4-Info Keywords

Not all short code programs require the user to opt-in. Sometimes you just need the system to text back information to the user while you capture and forward the lead to the proper e-mail, phone, or server.

Tagging your ads with mobile 'Keywords' will not only engage users 24/7, it will increase response rates, measure the performance of each marketing channel, and give the consumer a fun, portable record to redeem, reference later, or share!

Popular tactics to increase response rates include:

[Text-4-Detail](#) | [Text-2-Feedback](#) | [Text-4-Link](#) | [Text-4-Code](#)

DEMOS

Text: **Food** To: **74700**

Text: **Retail** To: **74700**

Text: **HR** To: **74700**

DEMOS

Text: **Home22** To: **74700**

Text: **Truck33** To: **74700**

Text: **Job44** To: **74700**