

YOUR MOBILE STRATEGY

In a Mobile World

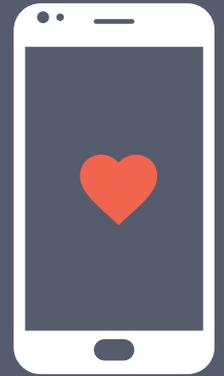


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IT'S A MOBILE WORLD

I can't live without my smartphone

Legendary inventor Nikola Tesla is often cited as one of the first people to predict the development of the modern smartphone. During a 1926 interview with Colliers magazine, Tesla claimed that within the next hundred years everyone on the planet would own a communications device so simple and so small they would be able to carry it in their "vest pocket." According to Tesla, this device would allow humans to communicate with one another instantly, anywhere in the world and through "television and telephony we shall see and hear one another as perfectly as though we were face to face, despite



We're now living well into the future that Tesla saw coming, with over 6 out of the 7 billion people around the world owning a mobile device, and with modern smartphones now able to do everything from stream music and HD video, order products from anywhere in the world or access the whole sum of human knowledge via the internet. We're now so reliant on our phones in every-day-life that studies show the average person spends 23 days per year on their phones and that the average child becomes a smartphone owner by age 11. This reliance will increase as we now live in a world where no new generation will have a memory of life pre-internet or pre-smartphone.

The stats don't lie



6 out of 7 billion people have mobile devices



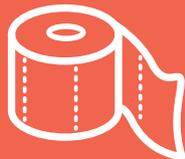
China has the highest number of smartphones: 600 million



We spend roughly 23 days on our phones a year



50% of e-commerce sales come from mobile devices



Only 4.5 billion have a toilet and 4.2 billion have a toothbrush



85% of UAE citizens own a smartphone - the highest % in the world



11 is the average age a child becomes a smartphone owner



70% of all mobile searches result in action within 1 hour

MOBILE SOLUTIONS

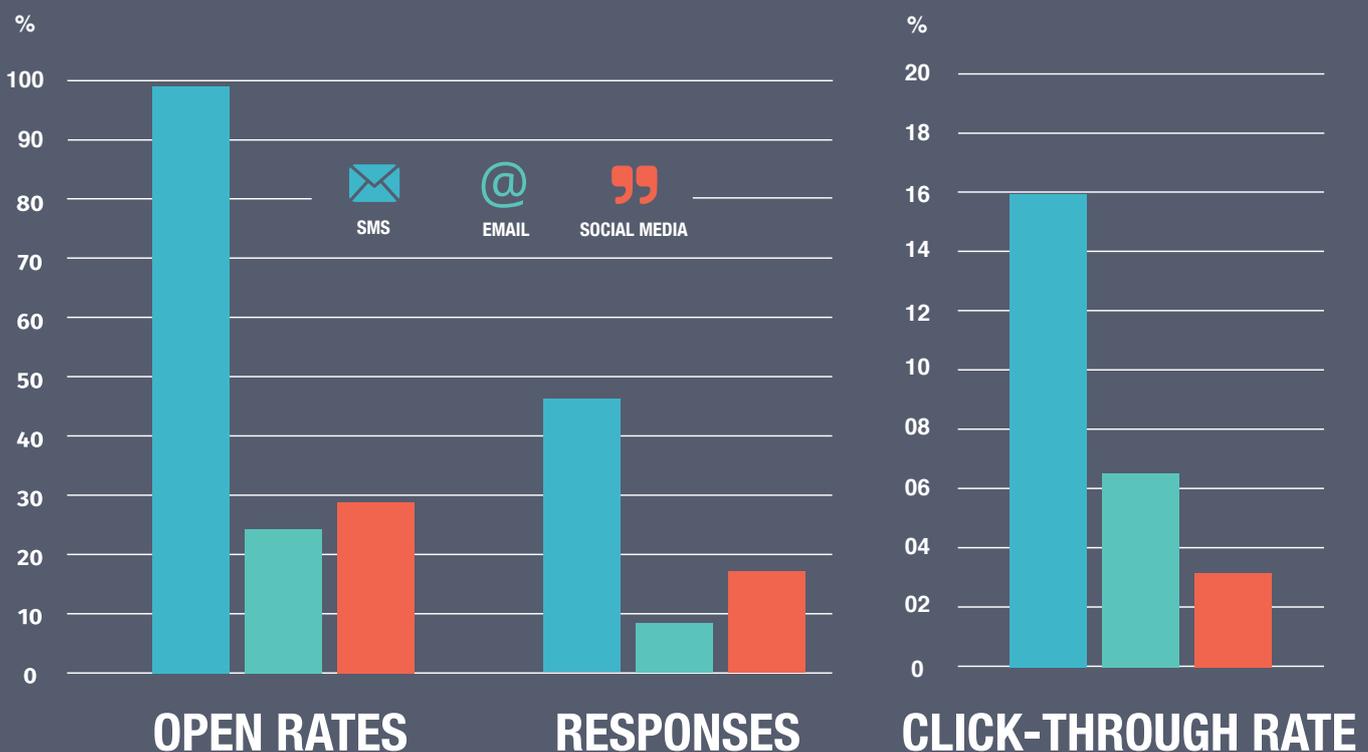
Evolve with your customers

Re-shaping our daily lives to centre around our smartphones has revolutionised how we work, communicate and socialise. It's also radically transformed the way in which we purchase products and services, and now to remain relevant, companies must evolve to meet potential customers where they spend the most time— on their phones.

Many businesses are already leveraging the power of smartphone technology to transform their communications, leading to cost savings and efficiency gains as well as increased brand awareness and customer satisfaction. With so many benefits, the necessity to embrace a mobile-first strategy has never been stronger.

It's estimated that companies around the world spent over \$550 Billion USD on marketing in 2015, with around \$70 Billion devoted to mobile marketing alone. As the adoption of mobile technology continues to transform consumer behaviour, mobile marketing has evolved into the fastest-growing and most effective customer engagement channel available.

One of the biggest challenges companies now face, is how to implement a mobile strategy that offers the highest ROI and the most practical and effective means of engaging with their customer base. In the graph below we compare SMS, Email and Social Media, the three most common mediums for mobile engagement.



IMPROVING YOUR BUSINESS WITH SMS

Breaking stereotypes with SMS

Many of us know SMS only as a simple communication method for sending text messages, but it offers much more than just an easy way to keep in touch. Many businesses rely on SMS to perform functions critical to their day-to-day operations and have benefited from integrating mobile messaging into their apps, software and platforms.

Commercial-grade SMS messaging also allows companies to communicate en-masse with their customers in creative and innovative ways. For example, businesses can use targeted SMS campaigns to direct customers to designated mobile landing pages, gated promotional content, or sales collateral designed to highlight their products or services.

How many SMS messages were sent in 2015?



Why SMS has become so popular for businesses

What makes SMS such a popular marketing channel for businesses is its flexibility, effectiveness and low cost. Sending or replying to an SMS is one of the most common acts we perform on a smartphone, which also makes it one of the best ways to reach people. Furthermore, unlike emails, SMS has an incredible open rate of 97%, and the majority (about 90%) are read within three minutes of being received. On top of this, SMS boasts one of the best cost vs benefit rationales of any marketing channels available, with organisations spending as little as 0.07c per message in exchange for a near 100% guarantee their message will be seen by its target audience. Possibly the most valuable asset SMS provides for businesses is its versatility. SMS can be used as a solution to handle countless business challenges, including the ones listed below:

How you can use SMS



Notifications



Enquiries



Monitoring



Reminders



Marketing



Confirmation

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THE FLEXIBILITY OF SMS

Industry application

We deal with thousands of customers, from various industries each year, all looking to solve diverse and unique problems. Below we have four different examples of how businesses are utilising the power of SMS to address common challenges in their industry.

	Industry	SMS Solution	
	 EDUCATION	Parental Communication New Student Reminders Paper or Exam Results	Course Changes Enrolment Process Emergency / Disaster
	 HEALTHCARE	Alerts & Updates Reminders Out-Patient Follow-Ups	Appointments Diagnostic Test Results Internal Communication
	 FINANCE	Fraud Prevention Server Monitoring Application Updates	Payment Reminders Customer Satisfaction Alerts & Updates
	 RETAIL	Loyalty Programs Sales Promotions Customer Databases	Customer Surveys Sales & Promotions Discounts & Coupons

As you can see, the creative application of SMS messaging presents great opportunities for organisations of all shapes and sizes looking to transform how they communicate with their customers and staff.

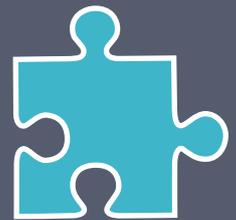
THE MISSING PIECE OF THE PUZZLE

More than just an SMS

When SMS was first brought to market in the early 1990s, it restricted users to sending simple text messages from one handset to another. However, mobile messaging has come a long way since then, with a variety of tools now available that make commercial grade SMS messaging, easier, faster and more effective.

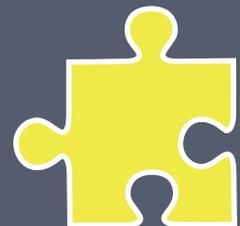
Web Platforms

Is your software capable of sending SMS messages? If not, you can always use a service like our MXT web messaging platform. You can design and execute mobile campaigns, as well as track their success and so much more, all from one convenient location.



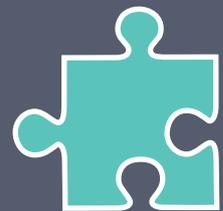
Email-2-SMS

As long as your software can send an email, it can now also send an SMS. Email-2-SMS integration can also be performed on many common CRM or e-commerce platforms.



Open APIs

Integrate mobile messaging into your existing software by connecting to an SMS gateway via an API. Send up to thousands of messages per second, natively from inside your current application.



Dynamic Messaging

Along with plain text, mobile messages can now include dynamic content, MMS images, video & WAP links to mobile landing pages. It's now easier than ever to extend the power of SMS beyond 160 characters.



Many organisations don't truly understand the value that SMS can provide. As a communications medium it has the power and versatility to provide quality solutions to many of the common and uncommon hurdles businesses face day-to-day. Why not try SMS yourself and discover the benefits it's providing for organisations all over the globe.

IMPROVE YOUR BUSINESS WITH SMS

About us

SMSGlobal is Australia's leading provider of mobile messaging technology. Whether you need to send out a single message notification or an SMS blast to millions, we have the right SMS solution to suit your business needs. Our range of competitive pricing, matched by our reliable service, has allowed us to help grow businesses of all shapes and sizes. With direct connections to mobile carriers around the world, our proprietary carrier-grade SMS Gateway offers unsurpassed service quality and security to our clients and partners.

Our platform

MXT is our state-of-the-art online messaging platform that lets you create and manage your SMS communications to anywhere in the world. It doesn't matter if you want to send a single SMS to just one person or thousands – MXT has you covered. You can use MXT whenever, wherever, however. It's user-friendly, works in any browser, and was developed with simplicity – and you, the user – in mind. And yes, it's built with an intuitive and fully responsive interface. So you can use it on the go and on any device without trouble.



Book your free demo today

Contact Us

If you would like to find out more about mobile, marketing or SMS, or would simply like to learn more about SMSGlobal feel free to get in contact with us.

Web: <https://www.msglobal.com/>

Phone: 1300 883 400

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CHOOSE YOUR INDUSTRY

Discover how your business can benefit from SMS

No matter your industry, SMSGlobal can help your business use mobile messaging to increase consumer reach, improve your interactions with customers and grow engagement with your brand. Click on your industry to find out more.



RETAIL



MARKETING



TRAVEL



FINANCE



EDUCATION



REAL ESTATE



HEALTHCARE



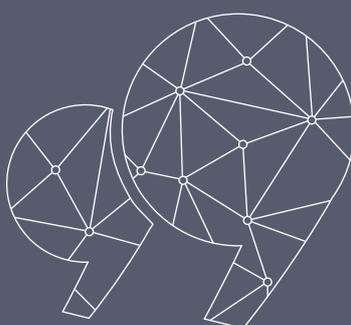
HOSPITALITY



BEAUTY & FITNESS

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