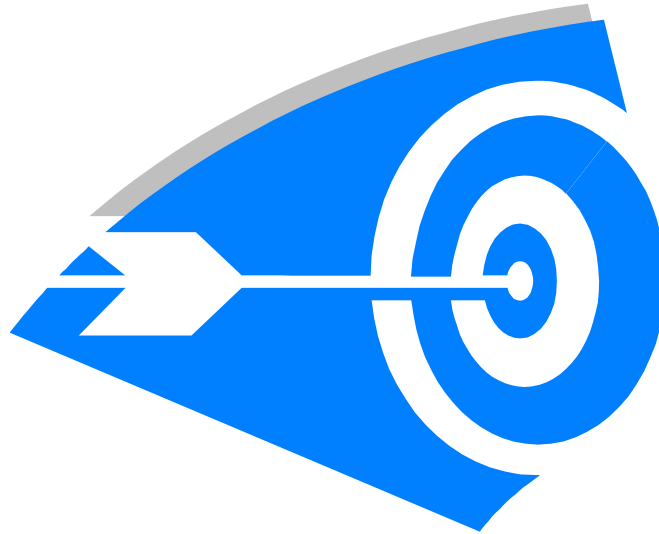
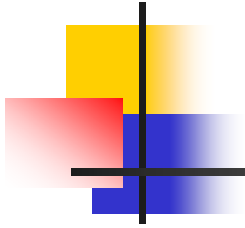
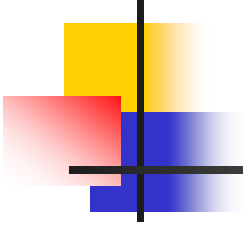


Targeted Telecom Marketing



Targeted Telecom Marketing

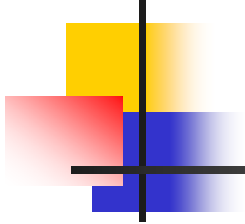


Launched first time in India by Logique Technologies

Targeted Mobile Marketing is :

- Cost Effective
- Highly Targeted
- Personalized
- Time Effective

Enterprise Issues !!!



Conventional Marketing Methods-

- Newspapers, TV Ads, Hoardings are too generic and not Targeted to the right customer.
- Lack of Database of Targeted Customers.
- Tele Marketing is :
 - ✓ Annoying to the customer
 - ✓ Non Responsive
 - ✓ Time and Manpower Consuming
 - ✓ These Mediums are usually Very Expensive

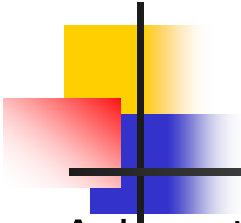


What is Targeted Messaging ?

An ideal communication concept specially designed for companies dealing with the issue of marketing their product & services to their targeted audience.

Targeted Marketing uses the SMS medium of Marketing to an Existing and Prospective Client Base.

The Solution...



Advantages of SMS Marketing:

- Cheaper: An SMS is much cheaper than a phone call (Less than 1/4th the cost)
- Instant recording: Unlike a phone call, sms is automatically stored where it can be later referred to.
- Discreet nature of sms ensures you stay in touch with minimal disturbance.
- Bulk Delivery: Unlike a phone call, the same information can be conveyed to a huge clientele instantly and with ease.

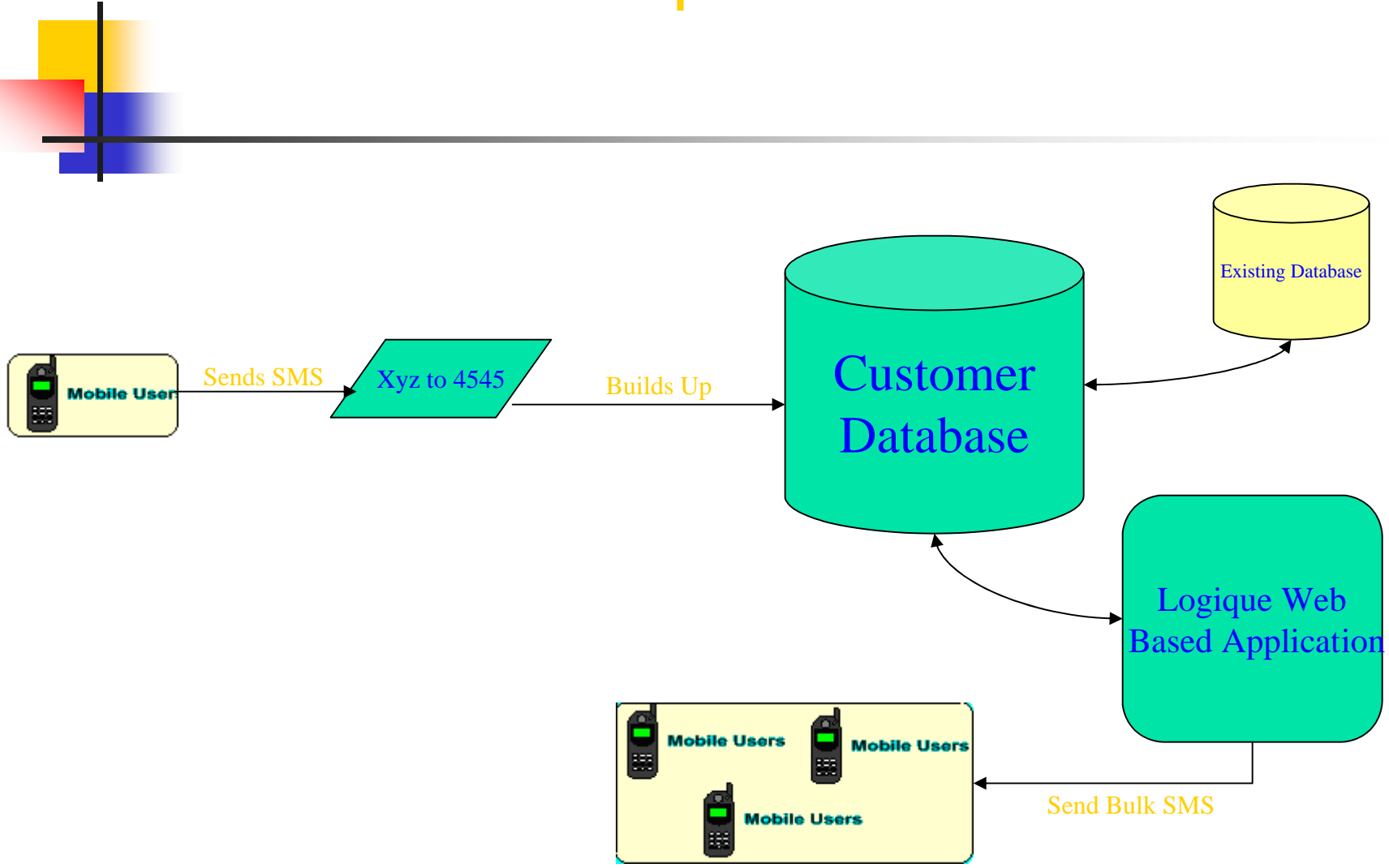
How Does it Work ??



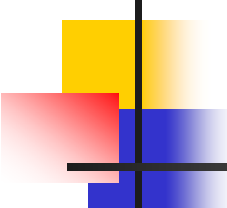
This works on the flow:

- An Enterprise books a Keyword on Short Code 4545.
- The promotion advertisement has the keyword mentioned inviting any queries, holding contents etc.
- The interested customer responds to the particular keyword for queries etc.
- This will build up a Targeted Database of numbers of Customers who are interested in Services/Products of the Enterprise.
- Hence building a data base of customers interested in the product/services.
- The enterprise henceforth uses the data base for any other promotional activity.
- Using Logique's Robust Web Based Bulk Messaging System the Enterprise will send Marketing and Promotional SMS to Targets.

Graphical Flow !

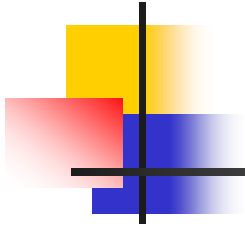


Example 1

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- XYZ Bank places Ads in conventional mediums like Newspaper, TV, etc. promoting its services and offers. At the end of the Advertisement, it solicits enquiries on its keyword on 4545.
 - Interested readers send SMS and gets a call back from the Bank explaining offer/ services.
 - Now, using Logique's user friendly Web Based Bulk SMS system, XYZ Bank sends out Promotional Messages to its existing and newly developed database of leads (who have already shown interest) on a number of future offers and events.
 - This is highly targeted, easy and cost effective method of promoting services and prevents consumer annoyance.

Example 2

- 
- ABC Mall places an Advertisement in a local daily promoting its upcoming Winter Sale. At the end of the Adv, it also runs a contest saying - Send SMS "ABC" to 4545 to Win a Trip for two to Mauritius.
 - This evokes a lot of Public Interest and readers send SMS to the number. By the end of the Contest ABC has received thousands of valuable numbers of Interested People.
 - Now, using Logique's user friendly Web Based Bulk SMS system, ABC sends out Promotional Messages to its existing and newly developed database of numbers on a number of future events and occasions like Summer Sale, New Year, etc further promoting its Brand and Offers.



Thank you !

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