

POWERED BY

# TEXTMUNICIPATION

Expand your  
business with  
**CUSTOMIZED  
SMS MOBILE  
SOLUTIONS**



FITNESS



FLORIST



GOLF CLUB



CLUB/BARS



SCHOOLS



REAL ESTATE



RESTAURANTS



RETAIL STORES



SALONS



**Success is never accidental and it is rarely easy.**

**It takes vision, focus, commitment and timing. It happens despite complexity and change. It happens because you make the right decisions and choose the right partners.**

Textmunication is that kind of a partner. We don't do particularly different things. We just do things differently. When you partner with us, we simplify the way you create, communicate, customize, consult, deliver and manage how you market your business via mobile marketing.

We offer you the solutions of our technology, the experience of our specialists, the reach of our services, and the confidence of knowing you have built the right team.

## SMS Connect



We have helped thousands of clubs send millions of SMS messages to their prospects and members. Textmunication put THE POWER OF MOBILE in your hands, whether you're well-established or just opening your doors.

Learn more about how Textmunication SMS marketing, Text Message Marketing is changing the way organization communicate.



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## About Us



Textmunication provides the short codes, SMS gateway and campaign management tools marketers and organizational leaders need to attract, identify and engage mobile audiences. No other channel (radio, TV, print, internet) can compete with the cost-effectiveness of text message marketing.

With Textmunication, customer loyalty and rewards initiatives can be planned and launched in minutes. Campaigns can send text messages containing exclusive offers, invitations and mobile coupons - as well as engaging audiences with interactive voting polls, contests and links to mobile websites.

## Our Products



Textmunication is a fast-growing national mobile advertising and media agency in business since 2007. Our revolutionary mobile marketing system defines how advertising is going to be done for years to come. Our products turn you into a powerful marketing machine for any business type or size.

At the forefront of this exciting advertising media is SMS (text message) marketing - a new and extremely powerful marketing channel with over 2 billion potential users worldwide.

## Our Mission



Textmunication's mission is to evolve traditional one-way advertising into a profitable interactive relationship between brands and consumers.

With 97% read-rates, mobile marketing is the most effective method to directly engage consumers.

## Our Vision



Brands will rely on Textmunication to design and activate rewarding programs that produce unmatched, instant interaction with consumers on their most personal of devices.



The company will revitalize radio by making all traditional advertising interactive and making programming more engaging. Then radio will return to its interactive roots to drive revenue and loyalty.



The company will invigorate television - increasing viewer engagement and offering broadcasters the ability to present brands and creative campaigns that sell products and services increasing loyalty.

## Our Results

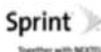


Textmunication SMS platform will increase ROI on your marketing budget. Economic realities are daunting. Proactive businesses will respond while others are left behind. The winners will be those who act quickly, make the right decisions and execute them flawlessly.

Textmunication has developed scalable technology and innovative solutions helping you come out on top. At a time when it's tougher than ever to be an entrepreneur, it's even more crucial to know what it takes to succeed in a competitive business environment.



**“Communicate and engage directly with your clients”**



## Are you ready to connect?



Let's cut short the interview and get to the important stuff. If you're reading this, it's very likely we can help you become a better marketer, make more money for your business, strengthen your brand and get information into the hands of people who rely on you to communicate effectively.

## What is it about us that should indicate to you we are the real deal?



We've been in the mobile marketing business for as long as mobile marketing has been a serious marketing tool and we've been in the SMS business long before the SMS explosion.



We define ourselves by the character of the company we keep. We've successfully delivered millions of messages on behalf of thousands of our customers. We are the industry leaders in the Health & Fitness, Salons, Healthcare, Insurance and Hospitality verticals.



We've noticed that almost every business has "SERVICE" in big letters somewhere on their website and claims of being "good" at it. But we also know you probably have your own set of horror stories about supposedly "good service".



After reading this far, you may be optimistic that we're good at whatever it is we do - but what the heck does Textmunication do?

We provide a turnkey, hosted mobile website and SMS marketing platform backed by world-class support and expert advice to help businesses make money. We've created the most complete digital marketing solution available - bar none. Our system helps you reach and interact with your customers via SMS messaging and mobile websites - all from one system, one relationship, one partner, one company - Textmunication.

We believe in personalized products, too. That's why we offer customizable solutions to fit different sized businesses and needs.

### Retail:

For businesses whose primary goals are to move fast, reach their audience, grow their business and drive revenues.

### White Label:

For businesses who need an "out-of-the-box solution" assisting with resources, marketing strategy, brand protection and integration.



Textmunication's products and solutions are flexible, powerful and easy to use whether with a self-managed "software as a service" (SaaS) approach or managed by Textmunication's skilled services team. Each approach leads to the creation and management of robust mobile marketing campaigns generating measurable results and successes.

## Textmunication Interactive Platform



We provide the tools and the people to help you every step of the way. Through the Textmunication Interactive platform, we give our customers a wide range of ways to create, manage and measure their campaigns. We make it simple to go into our platform and build campaigns to see real-time results from customers responding to your calls-to-action, as well as reporting and optimizing these results.



## Messaging (SMS/Text)



### Alerts

Engage with those who have raised their hands and said they want to have an ongoing relationship with your brand via mobile. Deliver news on your products and services and provide mobile offers and coupons to drive sales which can include expiration dates and single use promotion codes.

### Text 2 Win

Make any traditional media interactive with contests that can create buzz and lead to further engagement.

### Text 4 Info

Offer your audience additional details on products, services and more.

### Text 4 Offer

Drive trial and sales through mobile coupons delivered with expiration dates and unique identifying codes.

### Polls/Surveys

Get the pulse of your audience while creating unique content and interactions to measure your audience's opinion. Have them help you make data-driven decisions.

### Pics & Text 2 Screen

Through user-generated content/social interaction, involve your audience by providing them the opportunity to send in pictures via mobile device. Sponsoring or hosting a live event? Have attendees interact with your brand by sending "shout outs", comments, and photos to the screens. Additionally, have attendees enter contests for seat upgrades, backstage passes and more.

### Text 2 Web Phone

Mobilize your website with text messaging functionality to promote interaction with your customers. Showcase text 2 web responses on your website to have fresh user generated content that increase the stickiness of your web site.

### Mobile Content

A quick and easy way to deliver branded content to consumer's mobile phone. Use a promotional hook for the consumer to interact with your brand by texting to a unique keyword to download branded content such as video, images, ringtones and games. Now it is easier than ever to mobilize your brand on your consumer's phones.

# SMS API | TEXTING API INTEGRATION



Our SMS API are fast, simple, reliable and built to integrate with any system or application. Our scripts help you to connect to our gateway through your chosen programming language. These scripts all work with the HTTP API.

Textmunication's SMS API will enable users to create applications or integrate with the user's system with some of the services and features offered by Textmunication Texting API. Users will be able to synchronize a contact list or database with their Textmunication account as well as perform most of the common tasks such as sending messages or creating and setting up keywords. Textmunication's API also offers two-way SMS communication by forwarding incoming text messages that start with a user's keyword to the user's server with Texting API.



## Features Of Our HTTP/S API:

- ✓ Supports extended length messages..
- ✓ Converts ringtones and logos into the correct format.
- ✓ Converts VCard and VCal.
- ✓ Delivery acknowledgement and Sender ID.
- ✓ Gateway escalation: Should the message be delayed for a predefined length of time, it can be escalated to an alternative delivery gateway. Queuing lets you specify up to 3 prioritized queues which your messages can be sent out on.
- ✓ Specify a delay of up to 7 days when sending messages.
- ✓ Batch sending and two-way messaging.

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## Strategic Services



Textmunication is unmatched in its experience within mobile marketing and the businesses we serve. We have provided strategic solutions, creative campaign design/execution, measurement analytics and reporting to some of the world's leading brands such as Macy's, Staples and Arby's.

We have designed and executed millions of successful strategic and creative campaigns driving engagement and revenue for our customers.

We are uniquely equipped to discuss your marketing challenges. We collaboratively find solutions that accomplish your business objectives.



## Measurement & Reporting



Textmunication lives and breathes intelligent data. We know how important data plays into your marketing decisions. We provide partners their KPIs (Key Performance Indicators) and we use those to help build programs that map directly to addressing those metrics. We provide the ability to easily create, manage, report, optimize and share the success of each campaign.

We have developed campaigns that have generated as high as 40% opt-in rates and we consistently see our conversion metrics achieve double digits in percentage. These are significant performance numbers compared to traditional direct mail and digital advertising.

Textmunication provides automated standard reporting, access to our Analytics Reporting Dashboard for standard and ad hoc reporting, Report Generation Functionality (Graphical and Table output from Data, within the tool) and Exportable Data into Microsoft Excel.

SMS MARKETING & ADVERTISING

VS

STANDARD MARKETING & ADVERTISING

Standard advertising media available to marketers and advertiser are usually rated on three factors: [Reach](#), [Cost](#), and [Retention](#)

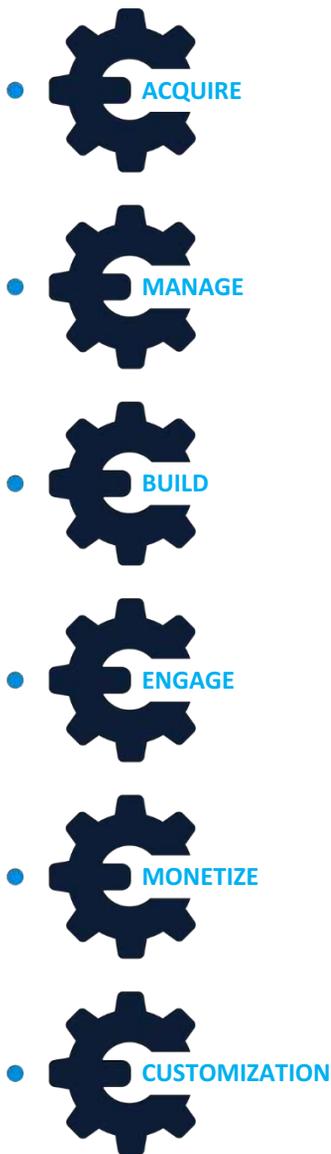
MEDIA TYPE	REACH	COST	RETENTION
Television	One Of The Highest	Very High	Good
Radio	Medium	Medium	Poor
Internet	High	Medium	Dropping
Email	High	Extremely Low	Extremely Low
Print Media	Low	High	High
Billboard	Medium	Medium	Medium
Moving Media	Medium	High	Medium
Telephone	Medium	High	Medium
Fax	Low	Medium	Low
Direct Mail	High	High	Medium
SMS	High	Low	High

SMS is an extremely cost-effective, high-response rate medium.

# Our Texperts have your **SMS Mobile Solutions**



Seems like everyone wants to build an app or a widget for their customers to place on their phones that provide a branded experience. We can partner with you determining your objectives with your clients. We build apps for all sorts of devices - especially for iPhone and Android. We also provide the tools to measure usage of your apps helping showcase the success through data driven results.



Textmunication provides clients with a powerful set of customer engagement and acquisition tools. Through SMS, mobile web (WAP), IVR (Interactive Voice Response), e-mail, online and mobile advertising - campaigns can be run across multiple channels with numerous ways of engagement.



Textmunication provides industry-leading strategic mobile consultation and support. Our experienced account management team can execute your campaign or we can provide our clients with an intuitive web-based user interface that can be accessed for easy creation, management, reporting and optimization of campaigns.



It is easier to retain a customer than it is to acquire a new customer. We know how important Customer Relationship Management (CRM) is to your business. With that in mind, we have put together seamless ways to integrate your existing databases with our platform to give marketers a simple way to get the information they desire and an effective way for you to manage these custom relationships.



The customer experience is an on-going relationship. We provide the engagement strategy and tools to help you touch customers in a variety of ways and give them the freedom and control to select their preferred method of communication.



In addition to driving revenue with deeper customer engagement tools, we can provide your organization with innovative ways to generate revenue. We provide your organization with ways to increase sales and deliver immediate offers to your customers by injecting promotional and offer-based messages into your SMS, WAP sites, website, e-mail and IVR channels.



Every business is unique. Communication with your customers helps differentiate you from your competition. We realize that you may have specific technical needs or systems requirements. To support how you want to work, we offer you integration and custom development service.



# 7

## REASONS WHY BUSINESSES CAN'T PASS ON THIS TECHNOLOGY



97%

01

### Reaches All Demographics

Just one of the many reasons to use text message is that it reaches all demographics, everybody is texting and it is the best way to inform people about what's happening in your business.

02

### Better Response Rate Than Any Other Type Of Advertising

How many times have you sent out an e-mail for your business and actually gotten feedback? Approximately 2% of e-mails actually get read. What about door to door advertisement? They often go straight to the recycle bin! Over 95% of text message are read. Some of those text message could be from your business getting cut what you want to say!

03

### It's Great For All Businesses

Text message marketing can be used for almost any type of business. From restaurant to doctors to retail to real estate, even high school and college. Text message marketing is the best advertising for any business small or large!

04

### Adaptability

Campaigns can be changed on the fly, while radio and television ads can take weeks even months to turn around. The message you want to send can be changed whenever! Even multiple times a day.

05

### Ease of Implementation

Campaigns are easily set up and used. Users are able to opt-in and out as easily as a simple text message. A web-based platform makes setting up a campaign simple!

06

### Return On Investment

The ROI of text message marketing is extremely significant. The cost it takes to implement a text message marketing campaign is relatively low compared to print, radio and television.

07

### It's Just Plain Cool

It seems everywhere you look text messaging is popping up before our eyes! From movie theaters to restaurants to sports scores to coupons, text messaging has become hip. Any more reasons to GO Mobile! Textmunication is your solution.

## Textmunication's platform is designed around the four essential steps to digital marketing and works for any size business, from tiny to worldwide

### TECHNOLOGY



#### 01. Create



WOW your customers with eye-catching creative. Create digital marketing campaigns as simple or as complex as you want. We offer a full HTML WYSIWIG editor and simple point-and-click interfaces to upload and integrate your own pre-designed HTML. Don't have a design department or too busy? Textmunication's creative professionals can help you develop innovative campaigns -- and drive results. With Textmunication, you have the power to create rich, compelling digital marketing campaigns that get results.

#### 02. Control



Managing all your campaigns can be a huge drain on resources and time. "Unsubscribe", "hard bounce", "spam rejection", SPF, and DKIM are all terms or acronyms you may have found yourself researching -- and maybe wish you didn't. With Textmunication's, throw away your email and SMS messaging "decoder ring" and focus on your customers. From uploading new subscribers to capturing data on a variety of web, mobile and customized forms, Textmunication will help you maintain your database -- and your focus.

#### 03. Deliver



Your campaign may be brilliant but if it's not reaching its intended recipients, then it's useless. As much as 33% of legitimate business email goes undelivered. That's like printing up a direct mail campaign and throwing 1/3 of your advertisements into the trash before taking them to the post office. With Textmunication's intelligent technology and expert deliverability team, you get the best delivery results in the industry. From white listing partnerships with major ISPs to direct carrier connections for text messaging, Textmunication navigates your messages through even the toughest of obstacles.

#### 04. Analyze



In digital marketing understanding results is perhaps the most important thing you do. But just how successful was your last campaign? What worked and what didn't? Don't just think your campaign was successful...know it was! Textmunication takes away the guess work with an extensive set of detailed reports that go beyond mere opens and clicks.

## HUMAN ELEMENT



**We realize that just handing you a killer technology platform is a half-baked solution. With our Human Element philosophy, you have a dedicated resource to help you understand how to manage your account. Textmunication can even help with a complete strategy to reach your revenue goals.**

## Support



As busy professionals, we know that there aren't enough hours in the day to accomplish all you want to do. Fortunately, we have a suite of Managed Services Packages that can help take part of the load.



### Customer Support

Email, phone or chat - and an extensive knowledge database available whenever you need it. Try us.



### Account Management

We can manage individual campaigns or provide a full-time account manager as an extension of your staff.



### Set Up & Training

If you don't have your own internal IT staff to handle our APIs, we'll provide Integration Services that include custom scripting and form integration into your application or site.



# OUR CLIENT TESTIMONIALS



"Texting is a very effective tool to get your message to clients and potential clients. Textmunication allows you to use that tool in a very user friendly and simple platform with an online dashboard that allows you to monitor results."

**Steve Le Clair - Orangetheory Fitness**



" The first month being with Textmunication was phenomenal! Our sales went up 30% and we had 20% more customers walk through our doors. We had previously had only 600 clients on our text club but when we switched to Textmunication that integrated with Salon Touch that number soon jumped to 4000 in a few months. Now 6 months in we are running a steady 35-50% sales increase, 40% increase in clients coming in! Making the switch to Textmunication was the best business decision we have made."

**Solar Image**



"Yes, It takes your business to the next level, either through customer service offers that lead you to New members, current members investing in new activity's, it's a must if you want to get your name out in front of your target market."

**Sandra LaMont - World Gym**



"So far we have experienced a 12% percent increase in declined credit card revenue. Not to mention the time our staff has saved has allowed focus to increase revenue efforts in other areas of the business as well as member retention."

**Work out World**



"Yes they are great! Not only do we save time but it allows me to focus on other projects while collecting payment updates much faster."

**Tina Bustamante - Golds Gym**



"In the first 30 days of the program The Big C Athletic Club was able to obtain 71 new targeted leads which produced 21 new memberships for the month. That totaled \$1,575 in new membership sales for The Big C Athletic Club in its first month using the text marketing program."

**Big C Athletic**





# OUR CLIENT TESTIMONIALS



"Excellent! Have had wonderful support in every area that I needed help with and Yes! They respond more to text than email or phone call."

**Minton's Sport Complex**



"Yes! Its very Simple, easy and it WORKS!"

**Terry Brown - 24/7 Fitness**



"On the last day of March 2016 we sold almost 700 memberships in our clubs in one day. We have 9 clubs, so we averaged 78 memberships per club. With an average dues of \$15 we had a gross revenue of over \$10,000 in one day."

**Eric Jozwiak - Crunch Northeast**



"The Textmunication team is great! Super responsive I have worked with 3 different reps and they are all accommodating and understand how the clubs can best take advantage of SMS."

**Raquel Rehman - Eagle Fitness**



"We are very pleased with the effectiveness of Textmunication! It is simple to use and has an immediate impact. We use both the CRM platform and text blast capabilities. We use CRM as a drip campaign to deliver 10 timed messages to all new members to both remind them about the importance of their complimentary PT session and the benefits of bringing a friend. We also use this platform effectively to alert members about billing issues.

We use the text blast function to remind ,members about special events ( Grand Openings; anniversary parties) and month end offers. We find text messaging to be significantly more effective than email reminders".

**Geoff Dyer - Crunch Fitness**



## WHITE LABEL PROGRAM



SMS marketing is expected to be a \$50B market in 2017 and grow to more than \$75B by 2021. The Textmunication SMS White Label Solution allows companies to become instant providers of SMS powered by Textmunication's tested and robust SMS platform.

Here are the top benefits of our SMS White Label Solution communication platform. White label gives you complete control of your brand, so you'll enjoy more workplace satisfaction and better control over finances. With the convenience of Textmunication's program, you can launch a thriving business in a fraction of the time.

### Benefits of Textmunication's SMS White Label Solution



#### Caters to novices.

Creating a mobile marketing platform from scratch requires significant IT expertise – as well as ample trial and error to ensure the platform works. With our White Label platform, the platform has been fully tested to ensure it operates at optimal capacity. Textmunication provides added support and troubleshooting, allowing you to launch your business quickly and easily – no matter your level of experience with Text White Label Solution.

#### Build your brand.

Some entrepreneurs may decide to work as an agent for an existing mobile platform. While this is easier and faster than building your own platform, it requires you to work beneath the shadow of another company, prohibiting you from cultivating your own brand. Our White Label Solution allows you to sell all of our services under your own brand name, so you can steadily build your mobile marketing business without signing over rights to another company.

#### Control your own customers.

With our SMS White Label Solution, you remain in complete control of your customers. This allows you to set your own prices, package the services in bundles that fit the needs of your clients and form a strong rapport with each customer. Providing great customer service is critical to building a successful business. Controlling your own customer base allows you to tailor your SMS service bundles to accommodate the unique needs of each customer.

#### Launch your business faster.

When selling SMS communication, many entrepreneurs build their platform from scratch. This is incredibly time-consuming, often offsetting your launch date by months. It also entails a considerable financial investment making it difficult for new entrepreneurs. By purchasing the Textmunication White Label solution, the platform has already been created and has all the bugs worked out – so you can launch your business immediately with lower upfront costs.

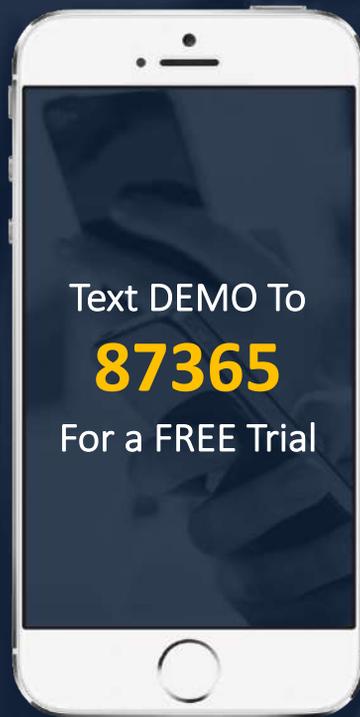
#### Earn More Money With SMS White Label Solution.

Our White Label platform is an investment that will rapidly pay for itself in recurring customers and brand loyalty. With SMS Whitelabel Solutions, you control every aspect of your business and clientele, so you can build your brand more quickly and create a name for yourself in your industry.

# EXPLORE OUR PLATFORM



See why thousands of business owners around the world found success using **Textmunication**



**WEBSITE**

[www.textmunication.com](http://www.textmunication.com)



**PHONE**

800-677-7003



**EMAIL**

[support@textmunication.com](mailto:support@textmunication.com)

**SMS Mobile Health & Fitness Leader**