

**ANNOUNCING...**

**MOBILE MARKETING VIA TEXT MESSAGING**

Combining the popularity and high technology of Facebook,  
merged with the fastest growing marketing tool...

NOW AVAILABLE ON

**NEWORLEANS.COUPONS.COM**

# WHY MOBILE COUPONS?

## THE MARCH OF MOBILE MARKETING

The convenience of clipping and carrying a coupon on your phone is instinctively undeniable

That's why almost 70 million mobile coupons worth **\$2.4 billion** are expected to be redeemed in 2013, up from only 200,000 coupons in 2009.

# MOBILE PHONE USAGE BY THE (ASTONISHING) NUMBERS

FROM A 2010 ARTICLE BY *AMERICAN EXPRESS*

These days the buzz about mobile marketing is deafening. It seems like every vendor, blogger, and geek is suggesting that you take your business mobile.

*They're correct - You should.*

## THE MOBILE PHONE IS KING

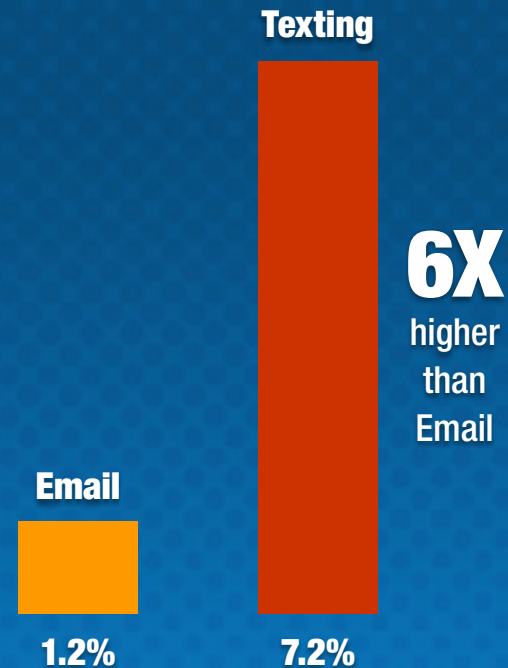
Today, 87% of people have mobile phones. 73% of households report that the mobile phone is their #1 most-used technology device, with only 58% claim it's their PC. An amazing 25% of all U.S. households have ditched their landlines in favor of mobile phones.

# MUCH HIGHER RESPONSE RATES FOR TEXT MESSAGE MARKETING

Director of Research, Nielsen:

**“PEOPLE LOOK  
AT EVERY TEXT  
MESSAGE  
THEY GET.”**

**And they do so within 15 minutes.**



**YOUR CUSTOMERS WANT  
MOBILE COUPONS!**

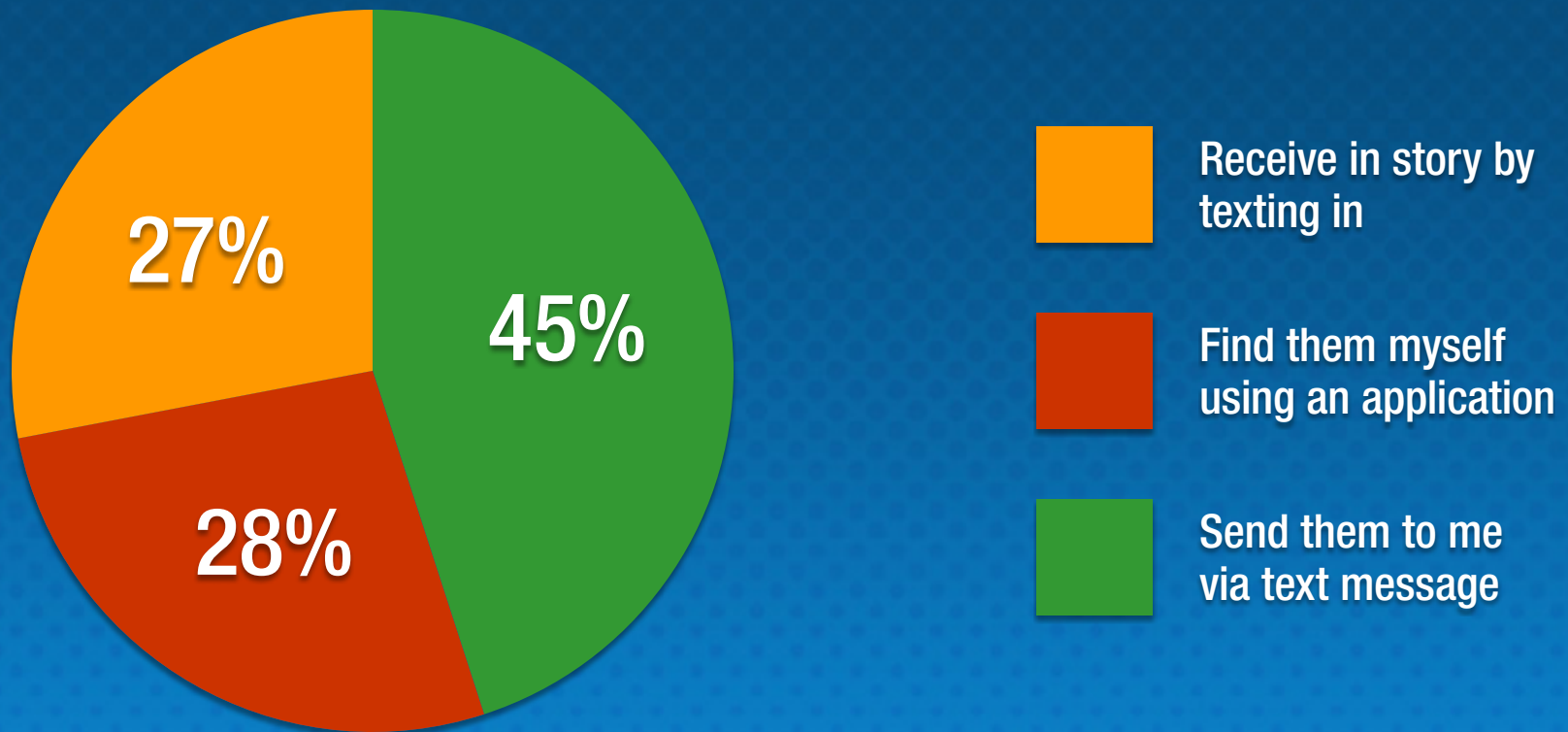
**73%**

I'm interested  
in receiving  
coupons via  
text message

**13%**

I don't want this

# CUSTOMERS WANT THEIR COUPONS VIA TEXT MESSAGING



Source: Insight Express. Digital Consumer Portrait. Q2, 2010

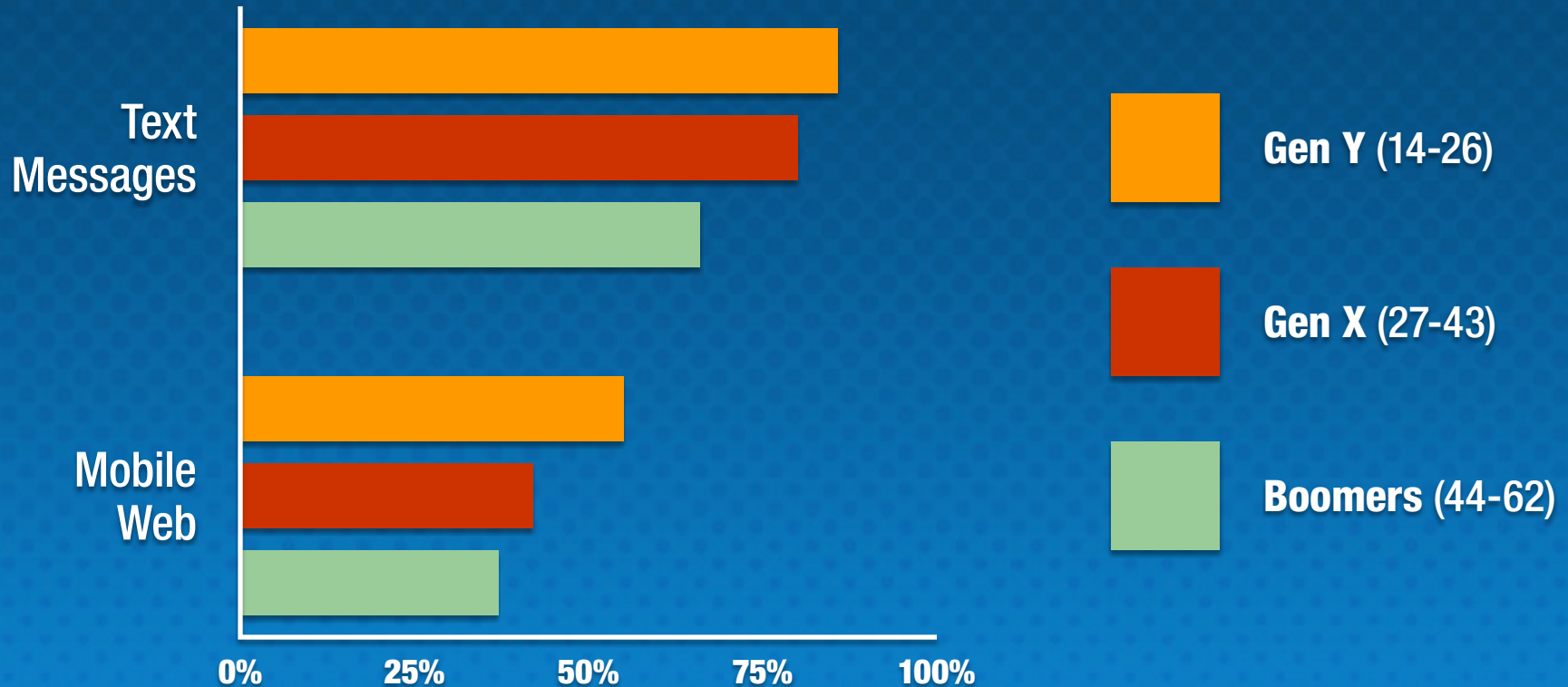
# **MOBILE PHONE MARKETING**

## **VIA TEXT MESSAGING**

- Unlike tired old marketing methods, 97% of the time text messages get read instantly so you drive more repeat business.
- 77% of mobile phone subscribers regularly send and receive messages.
- Messages are read within 15 minutes.
- Response rates are up to seven times higher than email marketing.
- Text messages provide an immediate boost to business that compliments the relationship building of Facebook and Twitter.
- According to most marketing authorities, it is five times more effective to market to your list of existing customers versus advertising to attract new customers. Just like an email newsletter, text message marketing is completely opt-in by customers so there is no spam.

# TEXTING AND MOBILE WEB NOT JUST FOR YOUR YOUNG FANS

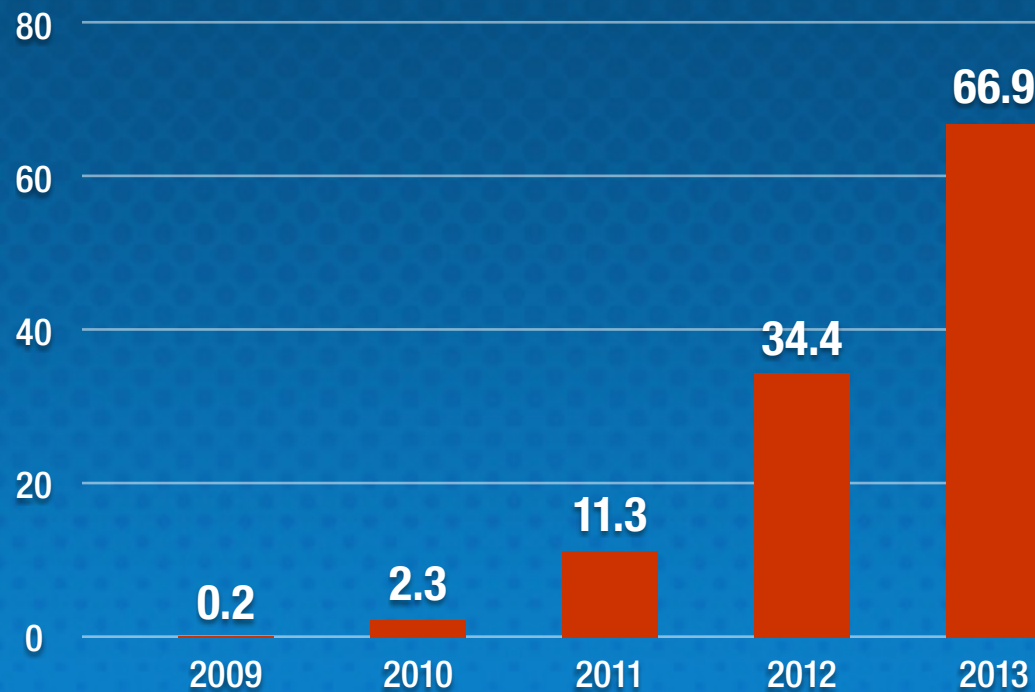
## MOBILE ACTIVITY BY GENERATION



Source: Deloitte, State of the Media Democracy, Fourth Edition

# MOBILE COUPONS ARE EXPLODING IN USE

## GROWTH OF MOBILE COUPONS (in millions redeemed)



Source: Yankee Group, "Mobile Commerce for the Holidays" November 17th, 2009

# 12 IMPORTANT BENEFITS

1. **Get a specific, targeted message to your customers in a snap.**
2. **Customers will love you because you are giving what they want.**
3. **You'll gain new customers.**
4. **Immediate, trackable results.**
5. **Low costs.**
6. **Great Return On Investment.**
7. **Ability to change promotions in an instant.**
8. **Customers may opt in and out at any time.**
9. **Customers can forward your coupons to their friends.**
10. **Automatic postings and updates for Facebook users.**
11. **We aggressively advertise on Google, Yahoo, Facebook, Twitter, and YouTube.**
12. **We have the #1 site on [New Orleans Coupons](#) and [New Orleans Discounts](#).**

# IT'S A MOBILE WORLD

## Worldwide Mobile vs PC Penetration

4 billion vs 1.1 billion

87%

Americans with  
mobile phones

Cell phones are the #1 most used technology

72%

send &  
receive  
text  
messages

Number of  
texts in  
2010 **1.8**  
TRILLION

Monthly texts  
per user

**664 vs 176**

Monthly calls  
per user

## **OTHER USES**

Send slow day alerts, event notices,  
and breaking news

Text open time slots and  
better engage your employees

Confirm appointments and reservations

# **BENEFIT FROM NEWORLEANS.COUPONS.COM'S MOBILE TEXT MARKETING SERVICE**

Some things to remember:

We Provide State-of-the-Art software with Silicon Valley support by the man who brought you QuickBooks online

We will work with you to come up with great ideas for this new marketing medium

Benefits are convenient to customers

# **SPECIFIC EXAMPLES OF TYPES OF PROMOTIONS BY BUSINESS CATEGORY**

## **HOTELS**

Free upgrades, free breakfast, reduced parking rates

## **RESTAURANTS, BARS, & NIGHTCLUBS**

Announce special sales and promotions such as 2-for-1, free appetizers, and text staff to fill shift open slots.

## **LOCAL BUSINESSES**

Send slow-day offers, new inventory alerts, and seasonal messages

## **RESULTS SPEAK FOR THEMSELVES**

“We tested... in virtually every case, it produced the most effective results by far.”

“40x the response of email...the most successful advertising we have ever used.”

“We had a 45 person flashmob in just 20 minutes from pressing ‘send.’”

# 3 EASY STEPS TO MOBILE MARKETING

**1** We create offers for you.

OFFER #1

OFFER #2

OFFER #3

**2** Offers are published to multiple channels.

Email

Website

Facebook

Mobile



**3** Customers redeem coupons in-store.

