



## Mobile ■ Messaging ■ Integration



**We provide a complete mobile messaging platform for businesses, governments and organisations. Our systems can be either stand-alone or integrated into your existing Customer Relationship Management System. Our mobile strategy and development service allows our clients to get the best out of their communications and marketing.**

**the benefits of using a mobile messaging system are:**

- Improve staff and customer communication
- Develop new forms of marketing from direct marketing to relationship marketing
- Improve communication speeds and reduce communication costs

*txt4ever* is the complete tool for sending and managing SMS and content between the web and mobile phones.

It is an easy to use, low-cost system that gives our users a competitive edge.

**Our systems provide solutions for:**

- Staff and customer communications
- Mobile marketing - both direct and relationship marketing
- Media campaigns
- Emergency and continuity management
- Appointment management and reminders
- Delivering mobile content, including pictures, audio, video or applications

**We offer a combination of great applications, flexibility and an excellent level of customer service.**

**'I have used your systems for a while now and I can safely say that you have the best service given by any messaging company – something you should be very proud of.'**

J.Hodnett, MD, mobilebeans

# SMS Marketing

***txt4ever* provides a range of innovative solutions for direct marketing to mobile**



SMS Marketing is a powerful and exciting tool for direct marketing.

No other medium has the ability to deliver a message so precisely to the intended audience and have that message read.

Whilst email can deliver a message to a targeted audience, the opening rates for marketing emails are very low. SMS gives a much higher level of reading and response rates. What's more, campaigns are delivered instantly to the intended recipient who will usually read it immediately.

*txt4ever* gives businesses or organisations all the tools needed to quickly set up and manage sms and mobile marketing campaigns.

Our tools include:

- Subscription list management
- Shortcodes and keywords for inbound messages
- Automated replies
- MultiMedia file sending
- Website integration
- Digital Vouchers/Mobile Ticketing
- Low cost SMS via our economy route

***txt4ever* was used by a London-based advertising agency as part of an alcohol awareness campaign  
'Using *txt4ever* gave us the facility to run a direct and highly targeted campaign. The system was integrated to our promotional website, and the timed reminders meant that we could send messages at the optimal time.'**

We regularly undertake surveys to both our clients and mobile users. These surveys give valuable insight which enables us to offer our clients the most effective mobile strategy.

# SMS Messaging for Media

*txt4ever* has an easy to use, fully functioned system for setting up and managing media campaigns using bulk or premium text messages.



## Mass Messaging

- Easy importing of mobile recipients data - millions of mobile users can be imported in minutes
- Powerful contact list management enables targeted marketing campaigns
- Timed message delivery - marketing campaigns can be set up and delivered when it's most effective
- Message reporting shows when an SMS has been received
- Message information can be saved as a data file for further analysis
- Low messaging costs for high volume users

## Requests and Competitions

- Quickly set up Shortcodes and Keywords for premium or standard text message campaigns
- Live reporting of incoming messages - reports can be viewed across a range of criteria, such as keywords or specific users
- Automated replies to incoming messages from your mobile users. These replies can be a text message or even a picture, video or audio file.

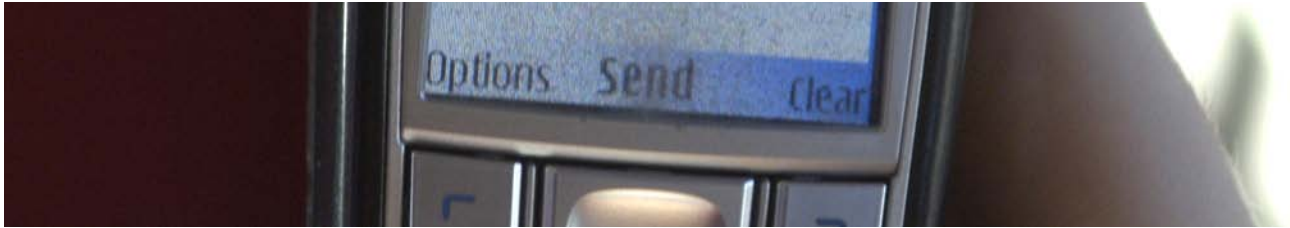
## Mobile Marketing

- Access for up to 5 million opt-in mobile numbers
- Development to build specific opt-in marketing list
- Fully managed campaigns including message sending and reporting

**A radio station group is using *txt4ever* to help build audience share:  
'*txt4ever* provided us with all the facilities needed to run SMS to a radio station - it was ideal for handling everything from requests through to text-to-win competitions.'**

# Text Messaging For Business

***txt4ever* is the essential tool for business text messaging**



**A major insurance company is using *txt4ever* as part of its customer relationship management. Using template messages, staff can quickly send confirmation of claims, reference numbers and policy renewals to their clients.**

## **Staff Contact**

- Cost effective and simple means to contact your entire staff, department or team.
- Ideal for employees who are travelling, working off site or those who have a heavy schedule of meetings.
- The ideal solution for contact as messages can be read and responded to with ease and discretion.

## **Business Continuity**

- Rapid message sending to groups of people in emergency situations.
- Message Lists can be customised so that some or all of your staff/clients can receive an SMS.
- The facility to structure your own Templates speeds up the message sending process. A message can be sent to 1000s of mobile users in a matter of seconds.
- Our live Message Reports display when texts have been delivered.
- A timely, versatile and more reliable option than voice calling.

***txt4ever* is used by a high street bank to send customer feedback to their managers. Satisfaction ratings collected from terminals inside each branch are daily by SMS to the respective manager through an automated system.**

# Emergencies and Business Continuity



***txt4ever* is the essential tool for business text messaging**

**What will your company do in an emergency?**

**How will you get in touch with your staff?**

**How will you tell customers of your plans?**

*txt4ever* offers a low cost, simple solution to send and manage emergencies through text messaging

## **SMS emergency planning How it works**

- Upload your emergency numbers to a contact list:  
These can be stored in different groups, for example different locations or departments
- Write your message, or insert a template message that you have previously created
- Select the group or groups you want to message
- Send the message
- View message reports which will show delivered and pending messages
- All the information and message reports can be exported as a data file for future reference

*txt4ever* can message to any mobile phone worldwide, so whether you are contacting staff in the UK or overseas office it's just one simple message. *txt4ever* is a Web to Mobile SMS system which means that it can be used from anywhere. In an emergency messages can be sent from any internet connect PC or phone, from anywhere in the world.

**The local education authority in one London borough has been using *txt4ever* as a key tool in their emergency management strategy. Facilities such as notifying parents of school closures, or contacting all of the staff in one building have proved to be extremely useful in managing emergencies.**

# Appointment Reminders by Text Message



## ***txt4ever* Appointment SMS Reminder System**

Missed appointments are a cost to businesses and organisations. It is estimated that within the NHS the cost is over £120 each time.

A typical dental practice receptionist may spend up to 2 hours each day phoning clients to remind them of appointments - our text message system reduces this to just five minutes at any time during the day.

Any business that relies on people meeting appointments can benefit from our text reminder system.

The *txt4ever* Appointment Reminder System is easy to use and can be fully customised.

Sending text reminders has been shown to reduce missed appointments at anywhere between 40 and 80%.

***txt4ever* is used by both large organisations, such as health authorities, and small practices, such as GP's offices to reduce the number of missed appointments. Other sectors, such as recruitment and events management companies have also found SMS reminders useful for client contact and improving take up rates.**



## Mobile Content Management Systems

*immedia 24* is a complete web to mobile publishing and marketing system for agencies and the creative industries.

- We work with brands, agencies, businesses and organisations to develop and deliver a complete mobile strategy.
- We give creative companies and web providers the power to generate revenue by delivering pictures, audio, video or games onto mobile.

### Mobile Content Management System

- Upload and manage video, pictures, audio or games
- Connect to a keyword/SMS shortcode
- The system automatically generates reference codes and preview pages for browsing by web or wap
- Pages can be included in web and wap directories
- Live reporting showing premium SMS sales and downloads

### Bulk Media File Sending

- Send pictures, sound or video to any WAP enabled handset at rates lower than MMS
- Content management system to store media files

***immedia24* is used by advertising agencies to set up mobile sites and deliver mobile content as part of a cross-media campaign.**

## About Us

*txt4ever* and *immedia24* has been developed by Formation, a London-based company with 14 years experience of developing applications and systems for the web and mobile phones. Our clients include businesses, schools, health authorities, charities and local government.

Our systems are designed to be easy to use with no training required. Online instructions help to guide users through the system. We work with each client to ensure that the system is set up for their requirements. We also advise on how to implement SMS into your company, including acceptable use policies, data protection and regulatory issues.

Our support team is available for help during office hours and email support is available outside of those times.

### *txt4ever, immedia24*

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## Prices

|  |              |
|--|--------------|
| <i>txt4ever immedia24</i> single user  | £125         |
| <i>txt4ever immedia24</i> multi-user system –<br>Unlimited users, full user and SMS message management, configured to your spec. | £895         |
| Shortcode Keywords Set-Up (for incoming messages)  | £50 each     |
| Additional Integration with database   | £75 per hour |
| Annual Maintenance Fee   | No Fee       |

### **UK Text Message Pricing**

|                      |           |
|----------------------|-----------|
| Up to 1000 messages  | 7.5p each |
| 1000-5000 messages   | 6.5p each |
| 5000-10,000 messages | 5.5p each |
| 10,000 +             | 4.5p each |

Message blocks are pre-bought and remain on the account indefinitely.

### **International Text Message Pricing**

Messages can be sent from the system to any GSM mobile worldwide. The cost for non-UK messages is 1.5 times the UK cost.