



## MOBILE MARKETING

### Special Packages for SGMA Member Firms

#### MOBILE MARKET OVERVIEW

Mobile marketing programs can be used to create buzz, drive sales and traffic to retail or online stores, and offer immediate marketing on the one device consumers have with them all the time – their mobile phones.

Mobile Marketing can encompass any of the following:

- **Text Messaging** promotions
- **Multimedia Downloads** of videos, ringtones, and wallpaper
- **Mobile Websites** — fastest growing segment of the web; widely used in Europe and Asia and growing rapidly in the US

Mobile usage is exploding in the United States and has become one of the dominant forms of social communication

- In the U.S., 210 million people own mobile devices, 75% penetration
- 95% of today's mobile devices are text (SMS) compatible and 88% are Internet enabled
- The average age of a person who text messages is 38
- In 2006, ring tone sales generated over \$600 million in revenue

#### SGMA MOBILE PACKAGES

Special SGMA Mobile Packages outlined below will enable SGMA members to “get in the game” with any or all of the mobile marketing categories mentioned above. SGMA members can take advantage of four “Pilot Programs” from which to choose. Each package includes: monthly set-up and configuration, monthly hosting, support and maintenance and where applicable, a quantity of text messages, ring tones, wallpapers and/or videos. SGMA members may select any one of these three-month programs described for a discounted fee of \$5,250 (these packages are valued at \$5,500-\$7,500 each):

#### SGMA MESSAGE GOBLIN™

Message Goblin is a text messaging program that can be used to build an opt-in community for ongoing outreach. You can send broadcast text (SMS) messages containing information of interest to your audience such as facts, coupons, specials, alerts, incentives, sweepstakes, and entertaining content. Consumers can “opt-in” from their mobile device by texting in a keyword. Keywords (*e.g.*, SOCCER, FITNESS, GAME) can be placed in print, TV

or radio ads to attract subscribers. This package also includes up to 5000 free text messages.

### **SGMA IMMEDIATE IN-STORE™**

Transform your in-store product displays and promotions into a virtual mobile “sales force.” On your in-store display, provide a keyword. Consumers can text the keyword while standing in front of a product display to view a :30 second product video demo. In addition to videos, consumers have access to instant coupons and language translations. This package includes up to 5000 free downloads.



Text “fitness ” 12345  
for Video DEMO

### **SGMA WAPsite GOBLIN™**

Mobile websites (WAPsites) offer consumers instant access to your products and services from any phone’s Internet browser. Standard websites are difficult to view on a mobile phone; we will design a site that is optimized to the form factor of a phone. This price includes a home page and up to 10 sub pages.

### **SGMA**

### **MULTIMEDIA**

### **GOBLIN™**

Provide product videos or entertaining ring tones and wallpapers. These products are displayed on your website and can be downloaded directly onto a mobile device. This is a great way to generate traffic to your website. The package includes up to 5000 free downloads.

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Rates are subject to clearance and availability.

Reply to Buy at [sales@blueplatemediacorp.com](mailto:sales@blueplatemediacorp.com) or call 908-918-0202

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