

## How can SMS help your business?

Contact your customers with a channel that they are comfortable with by using our SMS platform either manually, by schedule or automatically via an API.

SMS offers personalised, real time engagement. Our platform allows corporate presence by delivering text messages from your business name holding data centrally and securely. Predefined templates and dynamic fields ensure texts are standardised and professional regardless of which employee sends them.

Consumer behaviour is telling marketers to pay attention to SMS. This channel gets an average open rate of 98%. If you want instant contact with your customers, SMS could be your most powerful tool.

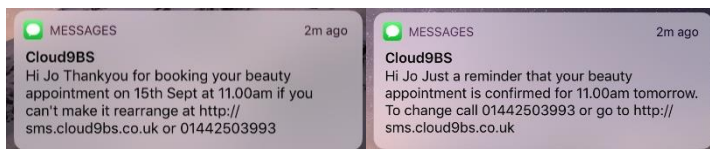
SMS is a quick, effective way to inform and engage customers, but it's not like an email which can be read later. SMS text messages are direct and grab consumers attention, so it's important to make your marketing message highly personalised for each individual customer.

## What can SMS be used for?

### Simple SMS

Appointment confirmations and reminders, last minute cancellations and notifications, booking or product updates to name just a few.

You can send text messages individually or in bulk, immediately or by schedule. Auto responses are available with messages containing links to webpages, documents or preconfigured mobile sites held on our platform. Templates can be created to make messages standardised and quick with custom fields allowing for dynamic information such as name or booking reference.



### Marketing

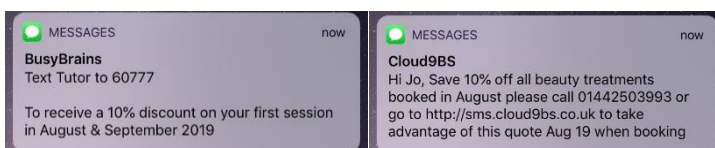
Target customers with unique, individualised messages to offer the most relevant products and promotions based on customer behaviours. This data maybe collected in our platform, held within an csv file or available directly from your systems via an API.

Text messages may include a link and/or new product information and can be combined with other services described such as vouchers or discounts.

SMS offers reliable delivery providing a high engagement rate that can be monitored via our platform. It's a great way to drive business engagement but don't take our word for it, the platform gives you the function to track status such as "delivered" and "read". Should URL's be included, click through rates are recorded and available to review.

Using Short Codes enable specific words or codes to be sent to an easy to remember number eg text "WIN" to 60777. These can be used in marketing materials, online, social media or via posters for passing "traffic". This is great to way to find new customers.

Incoming messages are stored within the platform and enable businesses to build a valuable marketing database, but don't worry, you can give customers to opportunity to opt out as you can with email subscriptions.





### Mobile Surveys / Forms

This is a great way to collect data from your customers in the form of a survey or series of questions. The solution offers dynamic logic meaning that customers can be asked different questions based on their previous answers.

Information is gathered with tick boxes, radio buttons and/or star ratings and it is possible to add images and logos to increase customer confidence.

This is considered an affordable and convenient way to reach your customers with a good response rate compared with other survey tools. Data gathered can be used for future marketing and can also be exported for further evaluation.

### Mobile Ticketing

Create mobile event tickets for your events, where you can monitor attendance. Each mobile ticket contains a unique code, bar code or QR code which can be used once only to manage customer activity. This makes them ideal for sending as one-time passwords and also lower the likelihood of fraud and redistribution.

### Vouchers

Use Mobile SMS vouchers to distribute generic offers to increase footfall in quiet periods by sending offers, promote a new product or service or encourage lapsed customers to return with tailored incentives. Use Vouchers in response to inbound marketing enquiry to entice new customers.

### Loyalty Cards

Another great tool is the mobile reward card, a loyalty scheme that is always in the customer's pocket. For example, reward multiple actions or purchases, extend a discount after multiple visits to encourage repeat custom. Consumer actions can be tracked via the platform.

## How does it work?

It's very simple, we help you select the type of number you need and let us do the rest!

### Outbound Numbers

Outbound numbers provide the ability to send simple texts or marketing formation as described above.

### Dedicated Inbound SMS Number "long number"

Conduct two way conversations with your customer with your business name in full view. Built-in auto-response functionality allows you create replies automatically ensuring a standardised response even when you are busy.

### Short Code

Used for key word marketing and can be combined with outbound numbers for auto response capabilities.

### MMS

The multimedia messaging service allows you to easily send pictures, videos and audio files to your messages. Send to customers to promote a new product launch or keep them informed.

Our online platform can also receive multimedia content this is a great way to support insurance claims or any other incidents with photographs or videos.

## Why use Cloud9 Business Services?

Our team utilise our experience to offer businesses a flexible, personalised service from advice to a fully managed service dependant on your needs and objectives.

We will ensure that your SMS solutions are designed, implemented and deployed quickly and cost effectively. Our online platform will support your campaigns providing reports and insight into customer engagement allowing for ongoing fine tuning of your package. All packages are tailored by your campaign objectives and focussed on the results you need to support your business goals.

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