

Virtual Brochures & Catalogues

ad intelligence



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What are virtual brochures?

Virtual brochures are interactive, 3D page turning, digital edition versions of traditional printed literature, brochures, catalogues or any corporate information which can be viewed online or downloaded.

the low-down →

Virtual Brochures are an exciting, interactive way of providing your corporate literature to a wide audience with the minimum of cost. By turning your new or existing corporate artwork into a digital edition, viewers can flick through the pages, print and download as and when they like.

Virtual Brochures eliminate the cost of traditional printing methods freeing up valuable storage space and allow the advertiser to access viewer statistics.

Integrate a Virtual Brochure with our Text2Mail service, and allow prospective customers to receive your brochure 24 hours a day, 7 days a week by simply texting a Keyword to your shortcode number.

Alternatively, embed your Virtual Brochure within your website or send to customers with an email campaign.

- Low cost – no printing costs & no reprints needed.
- Updateable - unlike printed matter, digital editions can be amended at any time.
- Quick to implement.
- Instant results which can be easily tracked.
- Your product literature is available 24 hours a day, 7 days a week.
- Easily implemented to compliment your existing printed literature.
- Integrated with Text2Mail, you can be automatically sending relevant information to prospective customers whilst collecting their mobile number and email address.

Benefits

to the consumer

- Powerful, interactive 3D page flipping technology
- Users can view, print or download your literature at their leisure
- Search through literature much like an internet search engine
- When linked with Text2Mail, users can receive information 24 hours a day, 365 days a year.

to the advertiser

- Easy to implement - use existing or introduce new product artwork
- Cost effective - no printing costs
- Return on investment is up to 40 times greater than direct mail
- Access viewer statistics
- Direct readers directly to your website or product pages
- Instant results

Accessible

Customers can view your product literature at their own leisure with the ability to print or download in PDF format.

High results

As an exciting, interactive alternative to printed matter, users are more likely to recommend to colleagues.

Easy integration with Text2Mail

By texting their email address to a short code, users can instantly receive your product information directly into their inbox, at any time of the day whilst your business captures their email address and mobile number for warm lead prospecting.

Rapid return on investment

The low cost of implementing a virtual catalogue and the money saved by doing away with traditional printed literature makes virtual catalogues a really attractive proposition.

In-house creative team

Our creative team work closely with our clients to build tailored campaigns that fit in seamlessly with their existing marketing mix taking care creating the templates and systems through to final deployment and ongoing management of each campaign.

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Get In Touch

For more information on the services and products we offer, or to arrange a web demonstration:

Text: FREETEXT to 80800

Email: info@adintelligence.co.uk

Visit: www.adintelligence.co.uk



*FreeText currently works with all mobile networks with the exception of O2. Full support for FreeText is anticipated by the end of 2006, but until then, O2 customers sending messages will be charged at standard text rates. Ad Intelligence is a division of Advanced Interactive Marketing Limited.