

FREETEXTDELIVERY™

ad intelligence



FREETEXTDELIVERY™
Intelligent Offline Advertising and 24/7 Lead Generation

What is **FREETEXTDELIVERY™** ?

FreeTextDelivery is a fully automated, anytime, anyplace, anywhere text response mechanism that captures the moment when a prospective consumer notices your advertising and requests a digital edition of your brochure, stocklist, catalogue or any other content and have it instantly delivered back to them in a single return SMS - completely FREE of charge!

the low-down →

You simply choose a keyword that relates to your company, product or service.

Our digital marketing team will create a digital edition of your marketing collateral which will be optimised with video, audio and hyperlinks giving the customer a better option than your printed version.

Add the two together along with the instruction below to your existing press, radio, TV and outdoor advertising campaigns; e.g.

**“FreeText KEYWORD to 80800
to receive a link instantly to our
latest digital brochure.”**

Now by simply texting from their mobile phone to the 80800 FreeTextDelivery™ short code, prospective customers can respond to and interact with your advertising 24 hours a day, in a FREE, simple, quick, familiar and discreet method, whether they are on a train or tube, watching the TV, standing at a bus stop or at home reading a magazine, without the need to speak to anyone and free of any call and text charges.

- Ease of use - highly intuitive - instant
- Totally FREE for the mobile user & discreet
- Improved brand experience; SMS is the response channel of choice for millions of consumers
- With 90% penetration, the mobile phone has become the only means of interacting with the majority of UK consumers on a real-time basis
- By adding a simple 0800 FreeText call-to-action, our clients turn their brand advertising into a 24/7 instant direct response channel
- Digitally replicated “virtual turn-paging” versions of your company’s marketing material are delivered instantly to the consumer direct to their mobile via an SMS embedded URL
- View how readers react to every aspect of your digital edition - no more guess work!

Benefits

to the consumer

- Where offered, text is now the preferred consumer advertising response method*
- FREE, discreet - personal data is not transmitted audibly
- Superior customer service - consistent, professional, automated 24/7 operation
- Minimum of hassle. No need to deal with call centre queues or need to go online
- Automatic, delivery of information direct to their mobile device - instantly!

to the advertiser

- Enhanced advertising performance with a fully measurable return on investment
- Consumers are twice as likely to text as to ring a call centre from their mobile**
- Your paper documents are reproduced digitally with a link sent to the consumer's mobile device instantly
- Reduced lead management and distribution costs, 24/7 automation of prospect data collection for follow up sales activity
- Quality prospect data that is better than usual phone and web response channels
- Optimised collateral offers video, audio and hyperlinks, giving the consumer a better experience than printed versions

Simple to use

Consumers need only remember one number - they simply text from their mobile phone to a 5-digit free of charge 80800 short code to your dedicated keyword; i.e. text: **anycompany** to **80800** to receive our latest brochure.

It's FREE

8-0800 short code is instantly recognisable as a free communication. Consumers can text for information for free, which removes a major barrier to action and premium rate or standard rate text costs that are normally associated with this media response channel.

High results

SMS Marketing according to the Institute of Practitioners in Advertising (IPA) represents one of the most powerful advertising media available in the marketer's armoury! It provides a unique way to reach prospective or existing customers instantly, at a low cost, with high results when compared to other traditional marketing methods.

Captures the moment

FreeTextDelivery provides consumers with a FREE of charge, simple, quick, familiar and discreet method of responding to, and interacting with, your advertising. FreeTextDelivery works by mirroring typical freephone numbers that begin with 0800 and enables consumers to request, by text, instant delivery of your marketing material to them for free!

Rapid return on investment

Reduced lead management costs, 24/7 automation of prospect data collection and typically greater than 20% increase in leads generated, leading to significant boost in sales - which usually means a positive return on your investment in just a few months.

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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



* (source: Text IT Media Centre) ** (source: Henley Centre) *** (subject to service configuration)
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