

Interactive Marketing

The COMPETITION Plug-In allow for the hosting of any number of automated Competitions, Opinion Polls, Voting Services etc. simultaneous without human intervention.

An integral part of most successful companies is the ongoing marketing activity. The purpose of these marketing efforts are to increase sales or establish product / brand awareness. Moving to interactive marketing enables companies to reach a larger audience both efficiently and economically and allow increased interaction between the consumer and the product / brand.

SMS has gone way beyond the stage of personal messaging. SMS is now an indispensable component of the marketing mix. SMS marketing, combined with conventional adverts, gives advertisers the edge, because cell phones are nearly always with their users, enabling them to respond immediately to what they see on adverts or in-store campaigns.

The TF SMS competition feature also offers:

- 1) Entry / Reply management to distinguish between correct and incorrect entries.
- 2) Customizable auto response.
- 3) Reporting on delivery status.
- 4) Automatic commencement and end dates.
- 5) Automatic and flexible winner selection.
- 6) Option to include all or selected entries into your TF SMS address book for future use.
- 7) Export facility to spread sheets.
- 8) Standard Cell rates applicable to all entries.

Interactive Marketing

- challenging
- entertaining
- cost-effective
- brand awareness
- survey
- auction
- quiz
- treasure hunt
- sales
- vote
- games

Objectives of Interactive Marketing

- 1 Get in touch with your Customers
- 2 Run a more challenging, entertaining and cost-effective marketing campaign
- 3 Establish product/brand awareness
- 4 Expand/update Customer Base
- 5 Increase sales