

Marketing  **Text Alertz<sup>®</sup>**

**51 ANX**  
**BUILD YOUR LEGACY**

# Mobile Marketing Stats

- **93%** of population uses SMS/Text
- Text messages have a **97%** open rate – email is only 22%
- **91%** of all U.S. citizens have their mobile device within reach 24/7

# Mobile Marketing Stats

“279,896,101 people in the U.S.  
engage in text message  
communication every day in the  
United States.”

~ *Nielsen*



# Building a Reputation of Quality



# TextAlertz

Expenses do not go away just because business is slow. Show businesses how they can instantly generate more revenue during slow times by creating specials and getting them out immediately to their customers.



# Questions to Ask

- What kinds of marketing have you done so far? How did that go?
- Did you see a return on your investment?
- Have you texted into a marketing campaign before? What kinds of messages did you get back?

Thanks for joining our VIP Club. Joe's Boutique offers the finest clothing in town, so check us out @ [joesite.us](http://joesite.us). Show us this message and get \$2 off any item.

Stop in today for a 50% off a Cut & Style with this coupon  
<http://bit.ly/1zpdRxD>

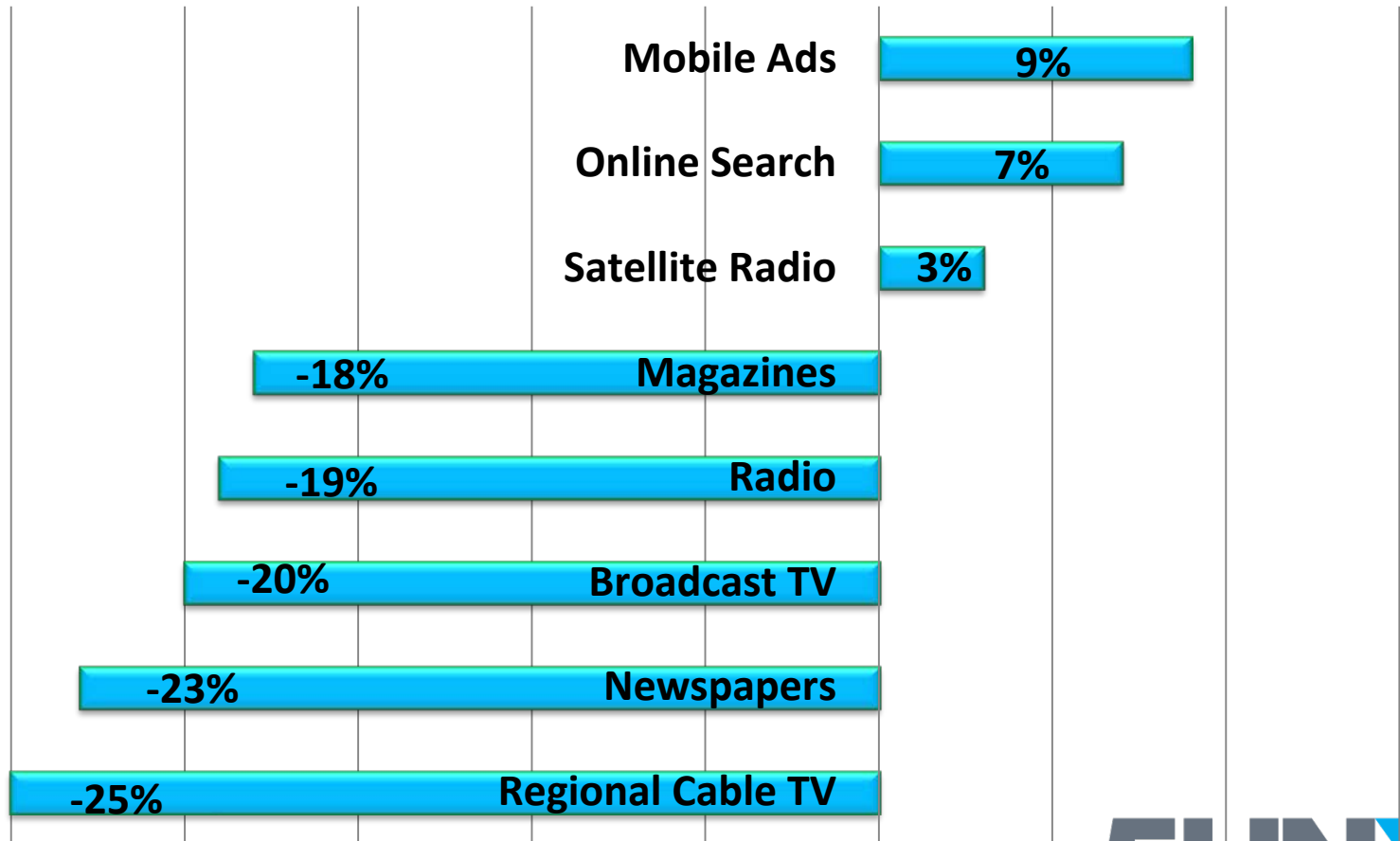
Solutions Salon: Welcome, receive discount offers regularly. Msg & data rates may apply. Up to 8 msg/mo. No Purchase Necessary. Reply STOP 2stop HELP 4help



# Big Benefits

1. Direct impact
2. No lead time in a marketing effort
3. Highly targetable & trackable
4. Integrate into other marketing efforts

# Dramatic Shift in Marketing \$\$





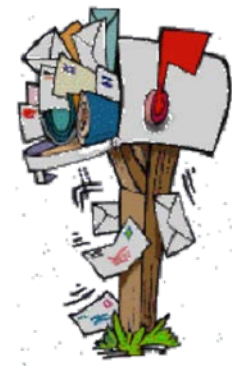
# Television Ads – 30 Second Spot

- Local – average cost is \$4,000 to \$45,000 in one of the top10 markets
- Network – average cost is \$80,000 to \$600,000 on prime time
- Cable – average cost is \$5,000 to \$8,000



# Magazine, Radio & Direct Mail

- Magazine – \$50 per 1,000 issues in national publications; \$120 per 1,000 in local publications
- Radio – \$200 to \$1,000 but will depend on the station for reaction numbers
- Direct Mail – \$15 to \$20 per 1,000 pieces, with very low response rate



# TextAlertz

Average cost is \$60/month for 10 keywords and 2,000 messages



# Advantages

- Reduced cost
- Real-time results
- Less intrusive
- Everything is measurable

# Important Features & Benefits

- Mobile website builder
- QR code creator
- Toll-free support
- Unlimited database size
- Custom donation pages
- Auto-responders
- No term contracts
- Partnered with



# Simple Sales Process

**Your Secret Weapon:**

**How to Sign Up Virtually  
*Every* TextAlertz Prospect!**



# So Simple!!

**Step 1: Reserve a Demo Keyword**

**Step 2: Pre-Script Custom Message**

**Step 3: Share Keyword with Prospect**

***Optional: Watch Prospect's Eyes Light Up!***

**Step 4: Switch Keyword to New Customer**

***The "Simple Sales Process" can be found in the Product Guide***



# Mobile Increases Sales

***“Just the other day we sent out an offer to 143 of our customers when the bookings for the week were looking a bit down. From that text, we booked 15 appointments!”***



***“There are no more slow days. All I have to do is send out a special offer and my customers come out when they wouldn't have thought of us otherwise.”***



# Compensation Overview

- **\$10 Commercial CV** (Bronze \$60/mo, 10 keywords & 2K msgs)
- **Two (2) Points**
- **Up to \$50 Bounty on each Sale!**
  - **Qualify with 2 BES and/or TextAlertz accounts**
  - **\$30 on 3<sup>rd</sup> sale, \$40 on 4<sup>th</sup> sale, \$50 thereafter**



# Plans with Rep Compensation\*

Plans	Monthly Cost	Keywords Monthly	Messages Monthly	Sign-up Points	Monthly CV
Copper	\$30	5	1,000	1	\$5
Bronze	\$60	10	2,000	2	\$10
Silver	\$90	10	5,000	3	\$15
Gold	\$150	10	7,500	4	\$20
Platinum	\$400	10	20,000	5	\$40
Diamond	\$800	10	50,000	6	\$70
Enterprise	\$1,500	20	100,000	7	\$100

Earn additional bounties starting on your third TextAlertz sale. Starting at \$30 and going up to \$50 per sale from your third and up.

*\*subject to change*





“Every single retailer will use some form of mobile marketing within 3 years.”

~ *Jay Conrad Levinson, author of Guerrilla Marketing*