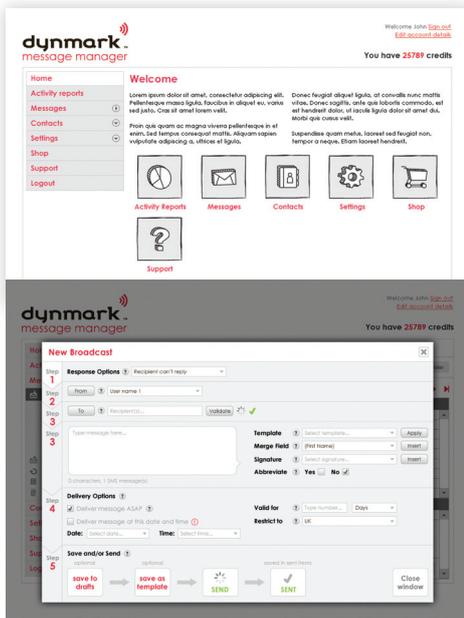




## Overview

Start sending messages instantly. Message Manager is Dynmark's entry level messaging broadcast and communication tool, it harnesses the functional capabilities of our cloud platform allowing companies to send and receive messaging from one simple to use interface. Although it's our entry level application, it's still incredibly powerful and provides more capabilities than any other free SaaS mobile messaging tool in the market today.



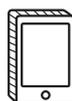
## Key features and functions

- » Ability to send out large scale broadcasts or ability to target specific users within the contact groups
- » Create intimate personalised messages through merged fields
- » Create rules to manage inbound messages
- » Create and manage messaging templates
- » Personalise the sender ID to advertise your brand/company name
- » Detailed delivery reports
- » Ability to target specific users, with personalised fields

## Business Benefits

- » Web based access available instantly from registration.. no waiting for software to download
- » Full audit trail to support data compliance
- » Instant short communication with 99% read rate
- » Intimate and efficient communications; creates sticky customers
- » Ability to target specific users with personalised fields
- » Instant visibility of real-time reporting
- » Detailed reporting and analytics making life easy to measure ROI and campaign effectiveness

*"Messaging customers has never been so simple"*





## Case Studies

### A local dentist was finding that with 15% of 'no shows' for appointments, it was losing the practice money.

The practice started by introducing SMS reminders to all patients the day before the appointment. Not only did the 'no show' rate drop to less than 5%, it reminded those that couldn't make the appointment to call and re-arrange. This provided the dentist the opportunity to fill a cancelled appointment with those on a waiting list, helping to retain revenue and productivity levels. Whilst also freeing up staff that would have previously called the patients to chase missed appointments.

Due to its simplicity and low cost, they are now doing regular marketing campaigns. The current offer is for teeth whitening, so far they have had over 100 patients redeem this offer.

*What could you be doing to increase profits and productivity for as little as 3.2p per customer?*

### John owns his own plumbing company and finds that during the summer months his business tends to go a bit quiet.

To ensure he filled the summer months with work he did a marketing campaign in June offering a boiler service at 25% off his normal price. He sent this to all the customers who had previously used him or had contacted him for a quote previously.

The campaign advised customers of the offer and asked them to contact him to book in an appointment. It was a roaring success, with over 40% response rates (10% higher than average) meaning July and August were fully booked pretty quickly; he even had people forwarding on his text message to friends and family, meaning his contact list within Message Manager just grew and grew.

John now realises the importance of capturing his customer's mobile numbers when he takes their details and is starting to do regular marketing campaigns to minimise any future quiet periods.

*"Messaging customers has never been so simple"*



# Benefits of SMS



- » SMS marketing reaches all mobile phone users (smart or not)
- » In 2012 mobile devices will be more relevant than PC's
- » Around 90% of marketing emails are NOT read compare that with 99% of SMS which WILL be read!
- » Create instant intimacy and immediacy – perfect for timed offers, announcements etc
- » On average our customers see an increase of 300% ROI over and above any other form of messaging communication

Over 90% of texts from SMS messaging campaigns are read by recipients, generating average response rates of 15-30% or more.

Think to yourself, every time your mobile phone beeps, how long does it take you to read the text message?

## Retail



- Order confirmations
- Special offers
- Online account validation
- Validation of account details:
  - Personal
  - Banking
- Loyalty updates
- Stock updates
- Delivery confirmations
- Refund updates
- Customer satisfaction surveys
- Voucher codes
- Inventory management

### Inbound options

- Shortcodes on websites or DM
- Limited offers

## finance



- Approvals
- Confirmations
- Offers
- Consolidation deals
- Validation of details
  - Personal
  - Banking
  - Transfer
  - Account changes
- Interest rate changes
- Overdrawn alerts
- Fraud notifications
- Overseas withdrawal alerts/notifications
- Direct debit/standing orders failures
- Policy renewals
- Card expiry alerts
- Debt recovery reminders

## Logistics & Travel



- Confirmation of bookings
- Reminder of bookings
- Welcome messages
- Notifications of events
- Weather cancellations
- Confirmations of account set up
- Offers
- Weather updates
- Follow up offers

### Inbound options

- Shortcodes on websites or DM
- Limited offers
- Result updates
- Surveys
- Voucher codes

## Entertainment



### Outbound options

- Notifications of events
- Weather cancellations
- Confirmations of account set up
- Offers

### Inbound options

- Shortcodes on websites or DM
- Limited offers
- Result updates
- Links to PR or photographs
- Surveys

"Messaging customers has never been so simple"

**dynmark**  
CLOUD MESSAGING PLATFORM



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