



Product Overview

MOBILE CAMPAIGN

Why Mobile?

The mobile industry has shown continual growth around the globe - by the end of 2012 it is expected that approximately two thirds of the human race will own a handset. In the same year, the total number of mobile subscribers worldwide is expected to reach 4.81 billion. In Nigeria today, total mobile subscribers is approximated at about 70-80 million, thus accounting to over half of the countries population.

Why Mobile Campaign?

Mobile, if used correctly, has the potential to become one of the most powerful tools in your marketing arsenal. With the attention levels of today's consumer having far passed saturation, mobile marketing offers office holders, marketers an alternative to traditional mass media that has mass reach with personal appeal.

a. Growing consumer control

There are so many channels available to consumers now that television and radio programs capable of attracting a mass-market audience are few and far between. To make matters worse, with the advent of technologies such as

hard disc PVR's (Personal Video Recorders), consumers are given the option to simply skip past the marketing messages presented to them by means of paid advertisements, rendering the marketers message completely useless.

b. Increased media fragmentation

Consumers are being bombarded with an increasing number of mass media marketing messages, and becoming much more selective about the ones they pay any attention to. The need for a targeted and highly personalized marketing channel is becoming essential to marketers who wish to break through the clutter and reach their target recipient in a way that counts.

c. The personal nature of mobile

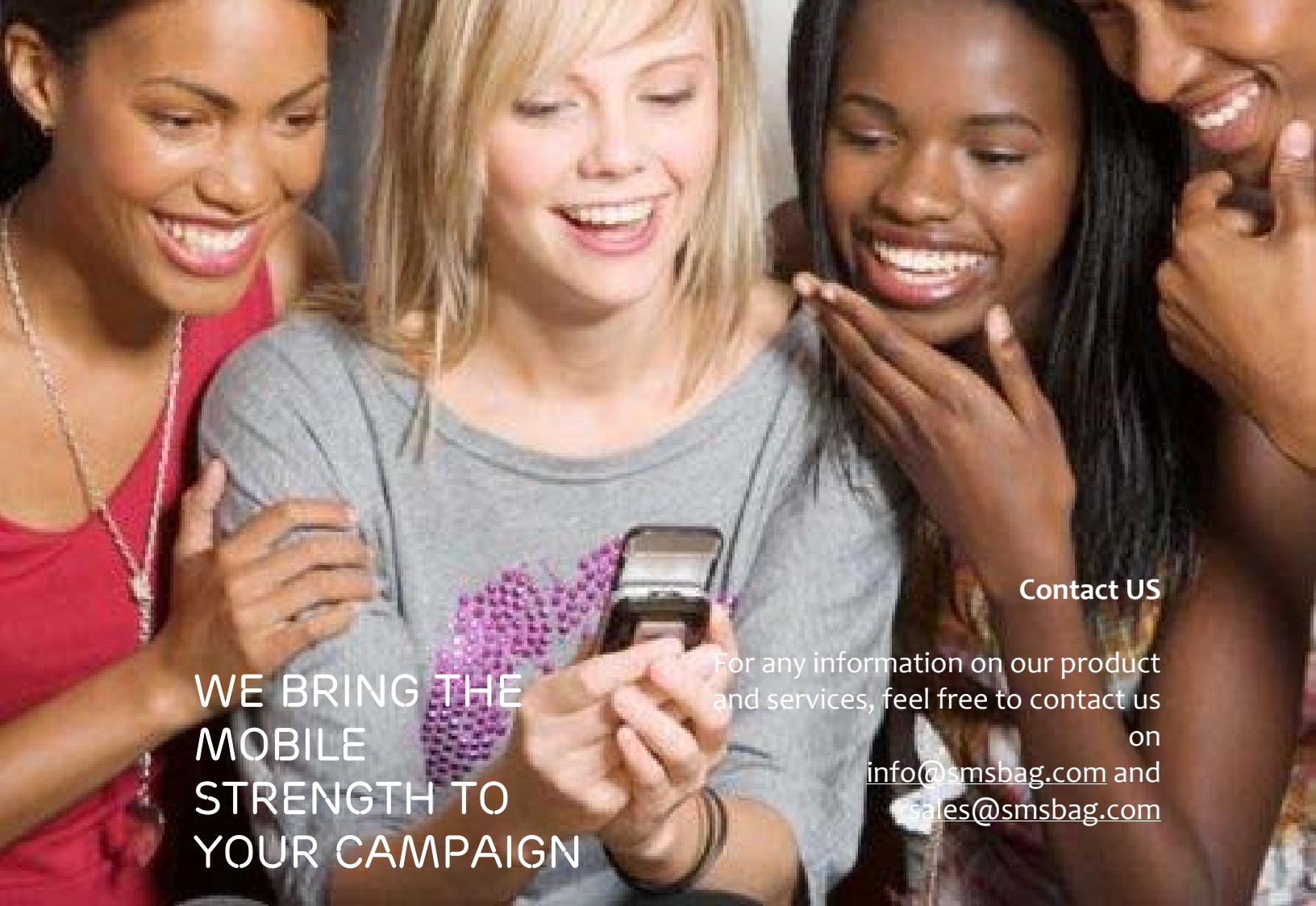
Consumers all over the developed world have come to rely on their mobile phone as the essential communications tool. They personalize it; they take it with them wherever they go; many of them can't imagine living without it.

d. Global coverage and a Lasting LifeSpan

Mobile systems have craved his way into all forms of our lives, It is safe to say it is everywhere and a message via Mobile is sure reach the audience and it is more personal because it speaks to the individual. However, unlike TV or Radio broadcast which has to be played several times (high cost), Mobile message is one-time, saved on the consumers phone and replayed at will by the person.

e. Low Cost of Mobile Messaging

It is come to cost and statistics has shown that amongst all the available means of Advertisement today. Mobile messaging remains the most sophisticated, best personalized, most efficient and cost-effective solution to get your message out to the people.



**WE BRING THE
MOBILE
STRENGTH TO
YOUR CAMPAIGN**

Contact US

For any information on our product and services, feel free to contact us on info@smsbag.com and sales@smsbag.com

smsBAG is purely a mobile messaging provider, we provide value-added service, e-commerce and business solutions which generate revenue for our clients. Our mission is to provide the cheapest and the best quality mobile messaging services in Nigeria, Africa and the world at large.

Lagos Contact Address

Block 9 Flat 2
Iponri Estate, Surulere
Lagos State

24/7/365 Customer Support

Telephone:

234(0)-8062741555

234(0)-8082415577

234(0)-8065246516

Email:

support@smsbag.com

Talk to us on Skype:

smsBAG