



red FISH media®

MOBILE MARKETING PROSPECTUS

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# STRONGER SALES IN THE PALM OF *THEIR* HANDS

Build brand loyalty, grow your customer database, and of course increase revenue by engaging your consumers with mobile coupons, text to win promotions, mobile surveys, and insider news.

In today's economy shoppers are more value conscious than ever. In fact **40%** of shoppers say the greatest influence on where they shop are sales and promotions, according to a recent National Retail Federation survey. Exert your influence – with Red Fish Media you can offer your customers personalized promotions in the palm of their hands, any time, anywhere.

## MOBILE MARKETING IS...

<b>ECONOMIC</b>	ROI percentages in the hundreds are not uncommon.
<b>IMMEDIATE</b>	Text messages are typically read within minutes of being received
<b>SUCCESSFUL</b>	Response rates are 10 - 20 times higher than email
<b>MEASURABLE</b>	Captures both qualitative and quantitative consumer marketing data
<b>COMPLEMENTARY</b>	Easily integrates with your existing marketing strategy
<b>CONNECTING</b>	Two-way flow of communication begins with personal, concise messages
<b>COMPREHENSIVE</b>	Serves as a gateway to web, phone, or physical location through hyperlinks
<b>ENCOMPASSING</b>	The most effective medium regardless of age, race or gender
<b>ECO FRIENDLY</b>	Eliminates paper coupons and contest entry forms

## BY THE NUMBERS

- Over **4 billion text messages** are sent every day (and growing)
- Over **90%** of Americans own a mobile phone and **100%** can receive texts
- Estimated **5.3 billion** mobile phones worldwide and growing
- Everybody's doing it – 35-55 year-olds are the fastest growing text messaging demographic
- **73%** of respondents in a recent Forrester Research survey claim their mobile device is the electronic device used most – not their computer

## BUILD BRAND LOYALTY

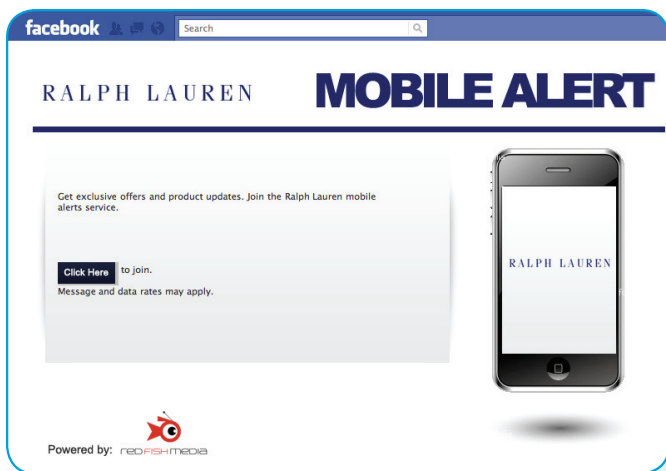
Reward your loyal customers with special mobile offers, coupons, giveaways, and insider news. The greater the value perceived by the member, the stronger his/her loyalty will be to your brand. Value comes not only from promotions and coupons, but also from customer surveys and access to exclusive information.

TIP: Add an incentive of a special deal or sweepstakes entry to create urgency and excitement, and increase your opt-in rate.

The screenshot shows a mobile interface for 'Guitar Center PLAYER REWARDS'. The main heading is 'GET EVEN MORE RANDOM ACTS OF COOLNESS SENT TO YOUR PHONE!'. Below this is a short paragraph: 'We've got more cool stuff for members than we can possibly give away! So we're creating another way for you to win. Sign up for our random Acts of Coolness text messages to get even more ticket giveaways, special offers and who knows what else!'. The form is titled 'Personal Information' and contains the following fields: 'First Name', 'Last Name', 'Mobile Number', 'Player Rewards Card Number', and 'Zip Code'. A red 'Submit' button is located at the bottom right of the form. A graphic on the right side of the form says 'RANDOM ACTS OF Coolness'.

## GROW YOUR CUSTOMER DATABASE

1. Maximize all points of consumer contact – email, advertising, social networks, in-store.
2. Easily expand your existing CRM database to include mobile by sending an email offering customers the choice to receive messages via mobile instead.
3. Mobilize your Facebook fans and Twitter followers, literally, by providing keywords and shortcodes on your pages and tweets.
4. Utilize your existing marketing materials by adding your call to action to them.
5. Don't forget the human touch – ensure all employees tell customers about your mobile initiative.



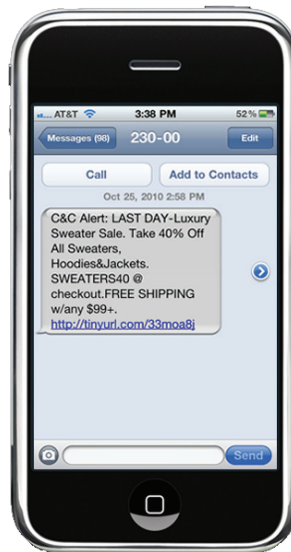
TIP: Always include FWD 2 A FRND or Share on Facebook or Twitter at the end of each message – people love sharing a good deal.

Ralph Lauren, mobile marketer of 2009, easily converted their robust email database to a mobile database.

## INCREASE REVENUE

Mobile marketing leverages your existing marketing strategies for minimal investment. Using mobile redemption data easily allows you to quantify the success of your current campaigns. Insight into lifestyle and purchasing habits lets you send targeted coupons: former clients receive a free offer to get them back to your store whereas frequent shoppers receive a volume savings discount. To generate a larger increase in sales, offer mobile deals that are different and exclusive from regular specials.

Mobile coupons have a 25% higher redeemed value than digital printed coupons, per the 2010 Local Mobile Advertising and Promotions Forecast.



Buy One, Get One; FREE and \$\$ Off are the highest converting mobile offers.

## FEATURED SERVICES



**MOBILE COUPONS** Are more cost efficient to distribute, have much higher redemption rates, encourage more impulse purchases, and deliver a significantly greater ROI than paper coupons.



**MOBILE ALERTS** Inform customers of upcoming sales, product exclusive, special promotions, company news and noteworthy events.



**TEXT2WIN** Entering a sweepstakes gives the contestant a chance to interact with your brand and opt in to your mobile marketing program. Red Fish Media notifies contestants of their win and assist with the redemption process.



**MOBILE SURVEY** Receive instant feedback on product or services performance. Perfect for new product launches.



**TEXT2SCREEN** Let your customers be heard. Their text messages are broadcast on large screens in or around your venue. Great for special events like grand openings.



**EMAIL CAPTURE** Enhance the strength of your CRM database by gathering client email addresses via mobile. Can be used alone or added to any of our product offerings.

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## MOBILE MARKETING MADE EASY WITH RED FISH MEDIA'S BLUWATER BACKOFFICE

Create and manage your coupon or alert programs online // Promote your mobile campaign in your ads and online // Blast your coupon or alert to your subscribers in minutes

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In a recent poll of over 300 top retail executives, Forbes and RIM found that 62% of respondents felt that mobile marketing initiatives met or exceeded their return on investment expectations.

### RED FISH MEDIA'S ROBUST WEB INTERFACE ALLOWS YOU TO EASILY CONTROL YOUR MOBILE DATABASE:

Segment customer data by demographic, zip code, region or any other data collected at opt-in // Manage multiple mobile campaigns // Access real-time data delivery

### OPEN RATES:

Email – 11.2% Text messages – nearly 100%



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## COMPANY PROFILE

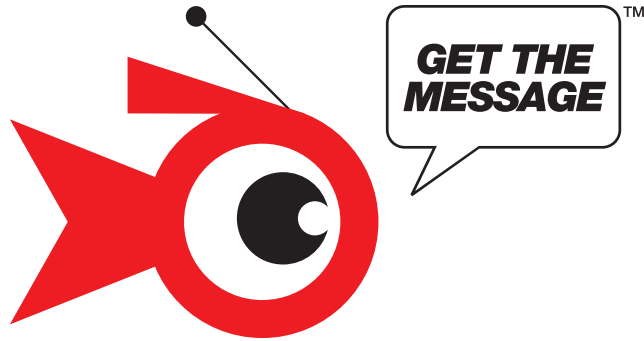
Since its inception in 2004, Red Fish Media has continually pushed the boundaries of what is possible with SMS text messaging while never losing focus on their founding principle – to provide the best mobile customer experience feasible. This tenacious drive has allowed Red Fish Media to consistently harness mobile's reach and convert its power into strategic branding and strengthened customer relationships for their clients.

Red Fish Media is the premier full service mobile marketing boutique that delivers innovative and reliable mobile solutions to any company seeking to extend into the mobile arena. Red Fish Media's connectivity with all major wireless carriers provides clients with the ability to reach nearly all of the more than 380 million mobile phones in the United States and Canada.

Red Fish Media has developed a vast expertise of all aspects of mobile marketing including program creation and design, shortcode management, carrier service provisioning, compliance assessment, messaging program execution, and program reporting and analysis. By leveraging assets and experience gained through countless campaigns, Red Fish Media has the technology and know-how to design and rapidly deploy effective mobile marketing campaigns.

Red Fish Media has provided mobile services to some of the nation's most prominent brands, including: Starbucks, Sony, Nike, Bank of America, Microsoft, Anheuser- Busch, Oracle, Proctor and Gamble, Google, Altec Lansing, Mazda, State Farm Insurance, Ralph Lauren, Martha Stewart, IMG, Lennar Homes, Subaru, Guitar Center, MGM Mirage, Fox News, Big Brothers Big Sisters, Blue Cross and Blue Shield, Verizon Wireless, among others.

Ready to hook more customers? Learn more about Red Fish Media's mobile marketing solutions and how they can benefit and grow your business today -visit [www.redfishmedia.com](http://www.redfishmedia.com) or call 305.538.2731.



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