



The **UEZ** has invested in building a mobile platform. This investment made it possible for its members to inexpensively participate In **MOBILE MARKETING!** The **UEZ** is hosting a short presentation on their mobile marketing program on **SEPTEMBER 13th at 4:30 P.M.**

What is mobile marketing?

Mobile marketing involves advertising via a mobile/cellular device. By marketing themselves via mobile technology, companies are able to build databases of mobile cell phone numbers. **With this database, the business has the ability to control the marketing and communication to its consumer how and whenever they want.** Here is a simple breakdown of how this works:

Very Simply:

- Business puts a text code or 2D/QR code on every piece of their advertising. (You maximize results by utilizing these codes).
- The consumer opts in. In order to do this, they send a text message or scan the QR code to receive more information about the product or business. (Ex: Text "Pizza" to 53016 to get a free topping on your next large pie.)
- The consumer receives a Thank You/Confirmation message from the company solidifying the new customer to company relationship. (Ex: Thank you for your interest in our pizza, we will send you 1 message a week with updates and offers from our store).
- The local business now has the mobile telephone number of that consumer in their database.
- With this information, they can send a message to that consumer at any time with the push of button. **People will make the decision in the NOW!**

The Shore Mobile team creates and implements mobile solutions for all businesses small or large. We have a complete customer service team and training program. Our team walks each business through the entire process

