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Future Technologies
Proposal

For : Business Marketing And Advertising Purpose

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Online SMS Marketing

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What is Mobile SMS Marketing?

Mobile SMS Marketing is one of the most effective, reliable and cost effective ways to market to your clients and businesses. Because SMS is extremely personal, therefore the response ratio is much higher than other marketing channels. In Pakistan up to 60 million people using mobile phone. Is your business ready to communicate to this market through Mobile SMS Marketing?

Future Technologies will help you to integrate SMS marketing solutions into your mix in order to maximize your next campaign. It can even help you develop comprehensive database of your consumers throughout Pakistan.

Mobile SMS marketing and broadcasting are changing the way we communicate in Pakistan. Text messaging is now a serious distribution channel that gives you the power to deliver your message directly into the hands of your audience, and create new revenue generating opportunities in the Pakistan.

Mobile SMS Marketing is an innovative method of promotion and advertising which uses technology of mobile and wireless communication to forward your company's messages to thousands of targeted customers.

Marketing with SMS helps to achieve your promotion goals because the technology associated with this application enables you to set up complex services for ongoing promotion drives. It allows you to get a higher income and provides a customer orientated service that leads to a loyal client base.

SMS MARKETING SOLUTIONS FOR YOUR BUSINESS:

Event Promoters:

We offer promoters powerful, yet easy to use, SMS marketing services for event and party promotions. We also offer SMS marketing solutions for trade show and exhibition producers, as well as festivals.

Retail:

The SMS marketing services makes it easy to collect cell phone numbers and send promotional text messages to your retail customers. We offer customized solutions for car dealerships, golf courses, salons & spas, sports leagues, and theaters.

Magazines:

Extend your relationship with your readers beyond the page with our SMS marketing programs for magazines and publishing.

Radio:

Enhance your listener relationships and generate new revenue streams with our SMS marketing programs for radio.

Television:

Offer your viewers interactive applications to compliment their viewing experience with our SMS marketing promotions for television.

Colleges, Universities, & Schools:

In the event of an emergency, we can help you secure your campus with our SMS marketing notification system for colleges, universities, and schools.

- ❖ Emergency Notification.
- ❖ Exams Schedule.
- ❖ School Timings.
- ❖ Parents Meeting Reminder.
- ❖ Time Table.
- ❖ Fee Schedule.
- ❖ Seminars.
- ❖ Marketing Campaign.

Social, Political & Non-Profit Groups:

Use the power of SMS marketing to rally supporters, organize meetups, political organization and increase the bonds of community.

Concert Promoters:

Whether you need to quickly alert loyal customers about last-minute tickets, or you want to build buzz for recently announced shows, Club texting offers affordable, effective messaging solutions for concert promoters.

Real Estate:

Generate leads faster and more cost efficiently with SMS marketing for real estate.

- ❖ New Customer Line (Buyer & Seller)
- ❖ Introduce New Packages/ Offers.
- ❖ New Properties Offering To Mobile Users.
- ❖ Request for Properties on Sale at Specific Location.
- ❖ Marketing Campaign.

Hotel Restaurants / Marriage Hall:

- ❖ Introduce New Offers / Rates & Packages.
- ❖ Send Reminders For Seminars, Exhibitions.
- ❖ Marketing Campaign & Many More.

Hospitals / Doctors:

- ❖ Timing Schedule.
- ❖ Fund Raising.
- ❖ Marketing Campaigns & Many More.

Travel Agencies:

- ❖ New Travel & Tours Packages.
- ❖ Marketing Campaign.

Benefits of Mobile SMS Marketing:

- ❖ SMS Marketing Will Generate More New Clients.
- ❖ More Business Will Be Generated From Existing Clients.
- ❖ Gross Profit Margin Must Be Improved.
- ❖ Extremely Cost Effective
- ❖ Instant Response
- ❖ High Response Ratio
- ❖ No or little Waste
- ❖ Immediate Delivery
- ❖ Economical
- ❖ Campaign on all networks
- ❖ Professional Impact on customers
- ❖ 21st Century Marketing!

AIM FOR SMS Marketing

- ❖ SMS Marketing is Direct Communication with Customer.
- ❖ Branding
- ❖ Making a Profit
- ❖ Product Positioning
- ❖ Promotional
- ❖ Sales Increase
- ❖ Nationwide Competition
- ❖ Discount Vouchers
- ❖ Building Customer Database
- ❖ Customer Subscriptions

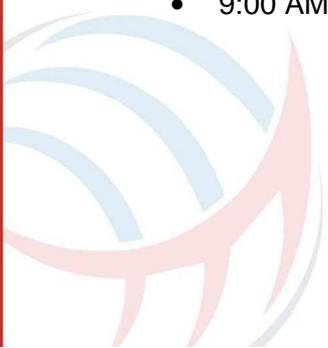
ADVERTISING COMPARISON CHART				
SR.	MEDIUM	CUSTOMER REACH	COST	RESPONSE
1	Television	One of the Highest	Very High	Good
2	Radio	Medium	Medium	Poor
3	Website Banners	Medium	High	Low
4	E-mail	Medium	Low	Very Low
5	Print Media	Low	High	Good
6	Billboards	Medium	Medium	Medium
7	Moving Media	Medium	High	Low
8	Telephone	Medium	High	Medium
9	Fax	Low	Medium	Low
10	Standard Mailers	Good	High	Medium
11	Personal Interaction	Low	High	Good
SMS HAS THE FOLLOWING ADVANTAGES ABOVE ALL MEDIUMS				
12	SMS	Very High Reach	Low Cost	High Response

Target Market

- All Pakistan Networks Customers

Future Technologies Offering

- Online SMS Marketing 1st time in Pakistan
- Online SMS delivery report
- Multiple Senders ID
- 24/7 Online Support
- 9:00 AM to 5:00 PM telephonic Support



Packages Details

S.NO	Packages	SMS Quantity	Rate SMS (Paisa)	Price	Validity Period
1	Package-A	50000 SMS To All Network's in Pakistan	0.10	PKR 5,000	10 Days
2	Package-B	1 Lac SMS To All Network's in Pakistan	0.10	PKR 8,000	15 Days
3	Package-C	2 Lac SMS To All Network's in Pakistan	0.09	PKR 15,000	30 Days
4	Package-D	3 Lac SMS To All Network's in Pakistan	0.09	PKR 20,000	45 Days
5	Package-E	4 Lac SMS To All Network's in Pakistan	0.09	PKR 25,000	60 Days
6	Package-F	5 Lac SMS To All Network's in Pakistan	0.09	PKR 30,000	80 Days

Terms & Conditions

1. Each SMS contains maximum 160 characters.
2. More than 160 Characters will be valued as multiple SMS.
3. Each new line will consume 3 character spaces
4. SMS can be sent on any cell phone Network of Pakistan, any city.
5. Delay Payment or Returned Check will be charged as Rs1000/- per Transaction.
6. Delivery Time Table will be provided by **Future Technologies**
7. Company reserves right to make future changes in 'Sales Packages', 'Terms & Conditions', or any other aspect of business due to swift changes in IT Services market place.
8. Approved material for the SMS Message will be provided by the clients.

Payment Term.

1. 100% Advance

Looking forward to provide our most preferred services. Sincerely Yours,

For & on-Behalf

Future Technologies