



## Reach your customers wherever they are with the right message, at the right time using Mobile Marketing

### Cost Effective Marketing for Tourist Boards, Regional Development Agencies

#### Introducing the SOS Guide from Pixaya Your World in the Palm of their Hands

**How Does it Work?** Through a combination of existing Advertising and SMS text messaging, the SOS Guide delivers to you the information you need to help target the right person with the right offer.

**Direct Advertising:** Mobile marketing is the most effective and lowest cost form of direct marketing. You can achieve a huge increase in awareness and a reduction in marketing costs by using the SOS Guide; it's easy to use and Immediate! Send multiple or single messages to the people who have an interest in what you are selling or providing, direct into the palm of their hands.

**Live Statistics:** Look up who is reading your advertisements and what they are looking at. Analyse their needs and send them the offer you want them to see.

**Increased Hit Rate:** When you know what your customer wants you have won half the battle; make the offer good enough and the sales will come to you!

**The SOS Guide** is an adaptable marketing tool that allows you to send any style of marketing campaign direct to your customers mobile device. Whether you are looking to promote a new product launch, communicate with new and existing customers or advertise your range of products & services to potential customers, the SOS Guide guarantees you results.

#### More Effective Than

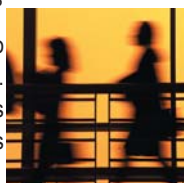
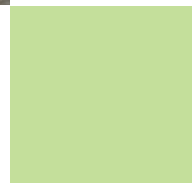
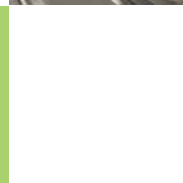
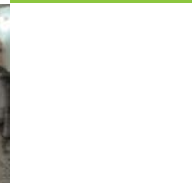
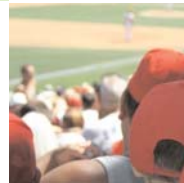
- EMails** – Your users are Soft opt-in subscribers; no annoying spam!
- Leaflets** – Show unlimited amounts of information in the SOS Guide
- Brochures** – Both Video and Audio are included in the SOS Guide
- Website** – You can't take your PC and Laptop with you everywhere!
- TV** – Can be very Expensive and have Time Limitations

**Welcome Video:** Create a monthly Welcome Video to help advertise your best assets with your SOS Guide.

**Trade Shows:** Use credit card style advertisements as collateral; Perfect for Trade Shows, Kiosks and Sales Demonstrations.

#### Benefits

- Provide a Cost Effective Mobile Guide** – Maps, Attractions, Regions, General Information and the ability to Book Tickets online.
- Save revenue and Increase Internet Visits (WAP).** Easy access and tools to Track customers to accurately pinpoint their interests.
- Increase Conversion Rate** of Hits to Subscribers to a full 100%
- Help to address any Negative Perceptions** and show that you have the ability to utilise and work with today's Mobile Technology.
- Provide a unique CRM programme** to help drive Business for your partners through maximising the use of the user database.
- Create inexpensive Viral Marketing Campaigns** in more than Thirty Five countries to kick start database growth.
- Reduce Printing Costs** by providing Mobile Brochures
- Increase visibility and Awareness** with POS Worldwide.
- Stand out from the Competition** as the Industry Leader.
- Conduct Business** easily anywhere in the World.



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