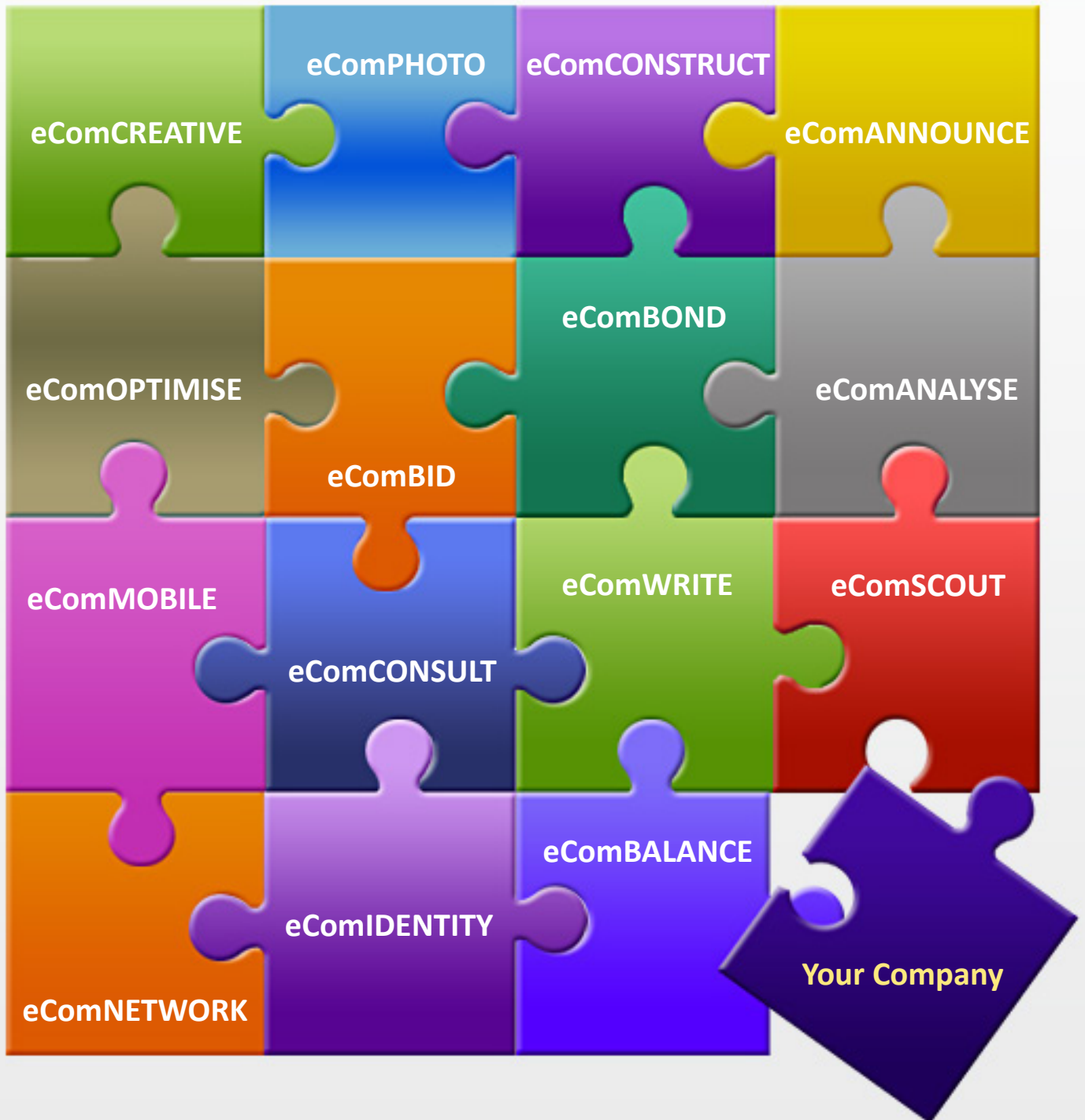


eCommerce Associates

Build your Success & Expand
your Market Share



 **e COMMERCEASSOCIATES**

Online Marketing Solution

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Short Messaging Service (SMS) Marketing

Short Messaging Service Marketing offers instant and direct access to members of your target market.

eCommerce Associates' SMS marketing experts are leaders in this emerging media. By integrating SMS solutions into broader online campaigns, we are able to connect to your customer base with dynamic, innovative, and highly productive results

SMS Strategies

SMS marketing strategies provide a simple solution with astounding results.

As a first step, the consumer is provided with a ShortCode plus CodeWord. This information can be delivered in many ways, including:

- Delivery to prospective clients via Social, Networking, or Viral Marketing campaign.
- Communication with current clients via email, mail, or inclusion in regular notices, such as billing and membership renewal.
- Presentation through media marketing such as radio, print, or television.

The consumer is encouraged to text the CodeWord to the ShortCode in order to receive a desirable incentive. Depending on your overall marketing strategy, this incentive can be customised and may include:

- Information such as an address or phone number, website address, or date for a special event.
- Instructions for special savings, discounts, or gifts.
- Participation in a quiz, game, or other challenge.



Improved Conversion Rates

SMS Marketing offers an outstanding potential for high performance results. This mode of marketing empowers the consumer, which leads to meaningful and personal interaction. As a result, SMS Marketing from eCommerce Associates can maximise your rate of sales conversions.

Adaptable

SMS is a useful and flexible marketing tool. As leaders in this emerging media, eCommerce Associates can advise you on the advantages that SMS marketing can have for your business.

SMS can be used for direct CodeWord-ShortCode chains of communication, a strategy that is broadly adaptable for most businesses. However, we also recommend SMS marketing for high-level communications. The direct and immediate nature of SMS will allow you to successfully communicate with your client base regarding:

- Renewal notifications
- Exclusive offers and late breaking deals.
- Financial notices and account updates

Concise and Effective

SMS Marketing is tightly constrained with guidelines for format and length. By combining the expert skills of strategic marketing and copywriting, eCommerce Associates will create concise and effective SMS Marketing campaigns for your company.



Data Analysis

SMS marketing solutions from eCommerce Associates carefully integrate real-time tracking strategies. These tools allow us to capture, quantify and analyse consumer response. This data is then distilled and presented to you as a meaningful indicator of the campaign's overall performance.

Strategic

SMS Marketing is innovative, dynamic, and holds the potential for unparalleled conversion rates. eCommerce Associates SMS Marketing experts will guide you through a comprehensive 4 Step process in the development and execution of your unique SMS Marketing solution.

- 1. Consultation.** In close consultation with you and your team, eCommerce Associates will learn about your business and your objectives. By taking an active interest in you and your business, eCommerce Associates is able to develop and deliver a complete solution, quickly and without unnecessary production delays.
- 2. Message Chain Creation.** Depending on the level of strategy required, copywriters will work closely with SMS experts to create the content for your SMS marketing solution.
- 3. Data Capture and Analysis.** Based on your individual needs, a custom system will be developed to manage CodeWords and ShortCodes, as well as gather and quantify data. This powerful and intuitive system provides real-time tracking and access to invaluable information.
- 4. Ongoing Management and Support.** SMS provides a range of marketing options that can be adapted to suit your changing needs. In addition to maintaining and managing your initial strategy, eCommerce Associates' expert consultants will also advise you on opportunities for expanding your customer base through SMS solutions.

Bespoke Solutions

SMS marketing solutions are one of several bespoke marketing services offered by eCommerce Associates. An expert consultant can advise you on the inclusion of SMS marketing into an overall marketing strategy that may also include any of the following:



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- Search Engine Marketing
 - Copywriting
 - Social, Network, and Viral marketing
 - Website Construction
 - Website Design
 - Website Support
 - Photography

eCommerce Associates

Founded in 2004, eCommerce Associates is a diverse team of highly experienced marketing professionals. We are best known for delivering exceptional results with innovative solutions that maximise campaigns.

eCommerce Associates is a global online marketing firm specialising in lead generation. We operate as strategic coordinating marketers, providing customised and intelligent solutions that will expand your reach, allowing you to connect with a broader client base than ever before.

Our bespoke products and services enable you to Enhance Brand Recognition, Build Customer Trust, and Encourage Dialogue.

We believe in the companies we work with and stand behind the campaigns we build.

Your success is our success.

Contact our SMS Marketing Experts Directly for an Exclusive Consultation

eCommerce Associate's SMS Marketing team is waiting to develop your dynamic and successful SMS marketing solution.



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