



Marketing

Marketing Toolbox

It is essential to open up all channels of opportunity and marketing whilst reducing costs and maintaining effectiveness. Mobile marketing is proving to be one of the most powerful, engaging and interactive communication tool available in today's market. It's success is down to the personal nature of the content and the ever-present handset that is now a part of customers everyday life.

Our Marketing toolbox provides you with an array of tools to contact your consumer and promote your business in areas such as:

- Special Offers
- Promotions
- Cross-Selling
- Mobile Website
- Customers Newsletters

Features:

- Integrated, comprehensive marketing campaigns using SMS, Voice, MMS, Wap Push and email.
- Custom Build of Mobile Web site
- Bluetooth marketing technology
- Interactive and personalised capabilities
- One web interface that controls all elements of your marketing campaign
- Provide full MIS and control to the client

Uses:

- Alerts and Reminders i.e including Keyword Auto Responses
- Appointment Scheduler and Confirmation
- Competitions
- Mobile Vouchers
- Text to Mobile Web site
- Mobile Advertising
- Onsite Promotion



Curved Air can deliver a bespoke, comprehensive marketing campaign to stand alone or in conjunction with traditional marketing routes.

There is no limit to the product suite as a marketing communication tool.

Market Research

Knowing the needs of your customer is one challenge that a retail business deals with on a daily basis. Curved Air's product suite gives you the tools to gain this information, quicker and more cost effective than ever before, by providing a platform on which to listen, understand and engage with your customers.

Features:

- Conduct Market Research through multiple channels
- Gain instant customer feedback
- Monitor interaction and buyer behaviour
- Integrate a loyalty programme
- Full MIS to ensure accurate analysis

Uses:

- Mobile voting, polls and surveys
- Votings, polls and surveys can be used at a specific event or direct to customer at any time
- IVR Customer Satisfaction Survey can include customer using both mobile and landline

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