

MAKING SMS SIMPLE WITH «CALL TO SUBSCRIBE»™

One of the major marketing challenges facing any business is keeping in touch with customers. REDTXT helps solve this problem by giving businesses a simple way to build a database of their customers' mobile phone numbers and a web application to send their customers SMS messages.

However, getting customers to opt-in to receive your information isn't easy. Research conducted by Mediamark found that **86% of respondents don't know how to send, or are resistant to sending SMS** shortcodes on their mobile phones. So we invented a much simpler process to solve this problem.

REDTXT's patented* «Call-To-Subscribe»™

technology means your customers can subscribe to receive SMS updates from your business by simply calling a local phone number from their mobile. No text

Use your mobile phone to call the subscription number of your choice.



Receive your messages based on the selected subscription number.



You can unsubscribe whenever you want, just by calling the number again.



messages to send, and no need to enter details on a web page. Each REDTXT customer gets their own REDTXT number when they sign up for the REDTXT service. *Australian Patent 2007100599.

When your customer calls your REDTXT number they hear a friendly recorded greeting message and their mobile phone number is immediately added to your REDTXT number database. You can also personalise the greeting message.

If your customer wants to stop receiving messages they simply call your REDTXT number again and their mobile phone number is removed from your database automatically.

The simplicity of our «Call-To-Subscribe™» REDTXT service is key. It means that **anyone who can make a call on a mobile phone can use REDTXT**. It opens up SMS as a marketing and

information channel: You don't need to manually enter mobile numbers into a database; your customers decide if they want to receive SMS updates from you by opting in and out with a phone

Easy to explain

Lasts Minute Seats
7010 1111
Just call this number on your mobile phone

Simple steps...

- As simple as calling a standard number
- No need to know how to send SMS
- 9 key presses only to subscribe or unsubscribe

call to your REDTXT number; and all you have to do is sign up to REDTXT, and publicise your REDTXT number. It couldn't be easier.

You can **try it out for yourself**. Call 0382569618 to subscribe to the REDTXT demonstration number. Visit our web site www.redtxt.com.au for more details.

REDTXT
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