



INTELATEXT

## The Future in Mobile Marketing

“As mobile marketing plays a bigger and more influential role in successful company portfolios, it is important to serve up a solution that marries traditional methods with the micro-targeted, real-time benefits of mobile. IntelateXt brings a suite of game changing solutions that, when combined, are unmatched in performance and return on investment.”

*Corp. Trends Global - 2011*



# Critical for Mobile Success

“To provide an immersive, cross-platform, customer engagement solution consisting of the most effective technologies combined into one easy to use system; helping you to increase awareness, action, retention, and relationships with your customers, coupled with comprehensive, real-time tracking and analytics that provide insightful visibility across all marketing efforts, both traditional and digital.”

- Build an Opt-In Database for Mobile Communications.  
[Relationship Channel]
- Design and Execute interactive consumer engagement campaigns cross-platform.
- Track and Measure all actions for tangible ROI and sentiment from your target consumers.

# Establish a Relationship Channel

You **MUST** follow these simple rules...



1. Be brand consistent with HOW you engage customers and prospects via mobile.
2. Approach from angle of VIP or greater understanding for more relevant / timely communications (No spam).
3. Don't abuse this channel or its power – Quality vs. Quantity model.

QR Codes.

Short Codes.

Direct Input.

Data Portals



ID	Name	Number	Email	Internal	Out-External	DOB	Anniversary	ZIP	Special	Select All
10002		****9239								
10007	Edward	****7432	edward@ed.com	Homeowner				2004	View	<input type="checkbox"/>
20000	Jane Smith	77022719	jane.smith@smith.com	Pros.				2007	View	<input type="checkbox"/>
20008	Karen	****9238	karen@k.com	Agent					View	<input type="checkbox"/>
20010	Laura White	****5880	LW@l.com						View	<input type="checkbox"/>
20018	Kenneth Taylor	****1234	kent@k.com	Pros.				2004	View	<input type="checkbox"/>
20020	Lynne	****5678	lynne@l.com	Special				2008	View	<input type="checkbox"/>
20021	Martha	****9012	martha@m.com	Pros.				2004	View	<input type="checkbox"/>
20076	John LPT-2	****1234	john.lpt@lpt.com	Agent				2009	View	<input type="checkbox"/>
20100	Robert	****4567	robert@r.com	Special				2008	View	<input type="checkbox"/>
20108	Harriet	****8901	harriet@h.com	Agent				2008	View	<input type="checkbox"/>
20110	Ann	****1234	ann@a.com	Pros.				2004	View	<input type="checkbox"/>
20118	Anna Roberts	****4567	anna@r.com	Special				2004	View	<input type="checkbox"/>



# Customers Opt-In

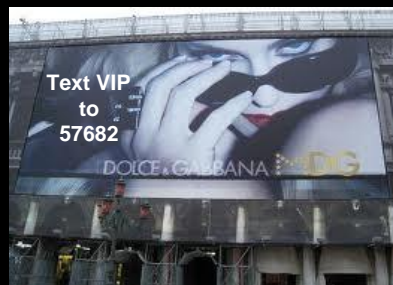


QR Codes placed on all printed materials:  
Signs – Direct Mail – T-Shirts - Flyers



POS system allows for direct input

**Text VIP  
to  
57682**



Short-Code placed strategically for opt-in:  
Radio – Billboards – TV - Ambassadors



Data Portals placed on Website, Online  
Ads, Social Media, Blogs, and Email

# All things Mobile...



Applications – Native / Cloud

Texting – SMS / MMS / WAP

Geo-Location / Geo-Fencing

QR Codes – Bee Tags, etc.

Gaming

Social Media Portals

Navigation / GIS

Sniffing

NFC – Near Field Communication

Streaming LIVE Video / Audio

Translation into over 200 languages

3D Animation

Barcode and POS integration

Short Code / Key Words

# Extend Social Media Reach

The image is a composite illustrating social media reach extension. It features three main components:

- Desktop Browser (Left):** A screenshot of a web browser showing a voting page for the AT&T All-America Player of the Week. The page includes logos for ESPN, ESPN2, ABC, and AT&T. The main heading reads "YOU, THE FANS DECIDE THE WINNER". A player, Logan Thomas, QB from Virginia Tech (SO), is highlighted with a "Vote" button. A text box prompts users to "Thank you for your vote. Share your vote with your friends on Facebook now and be sure to visit again next week!". A Facebook share button is visible at the bottom of the text box. Navigation buttons for "Archive" and "Share" are at the bottom of the page.
- Desktop Browser (Right):** A screenshot of a Facebook "Share this Link" interface. The URL is [http://www.facebook.com/sharer/sharer.php?u=http%3A%2F%2Fholobxt.us%2F%246\\_666](http://www.facebook.com/sharer/sharer.php?u=http%3A%2F%2Fholobxt.us%2F%246_666). The share target is set to "On your own Wall". A text input field contains "Write Something...". Below is a thumbnail image of a football player and the text: "My Vote for AT&T All-America Player of the week! <http://holobxt.com/mobilePosts.aspx?id=246> Click this Link and pick your favorite, <http://esnallamerica.com/> or Text VOTE to 55862 and see it all on your Phone." There are navigation arrows and a "1 of 1 Choose a Thumbnail" indicator, along with a "No Thumbnail" checkbox.
- Mobile Phones (Bottom):** Three smartphones are shown, each displaying a different view of the Intel@Text service. The first phone shows a "Branded Text Arrives" notification. The second phone shows a "Click Link for Photo" notification. The third phone shows a "Share to Facebook / Twitter" notification. The Intel@Text logo is at the bottom.

# Interactive & Engaging

Changeable, Trackable, & Scalable

## Visit Kennedy Space Center

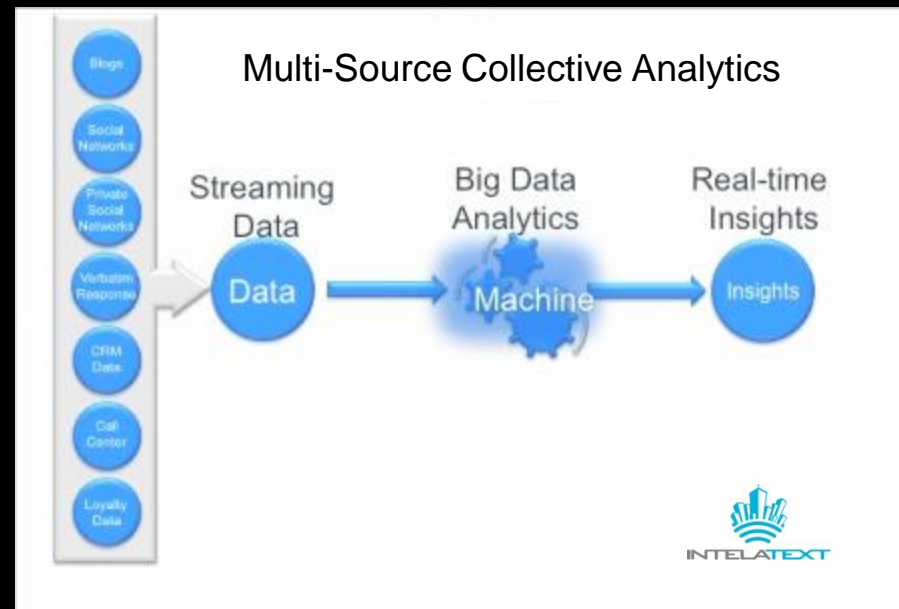
Your journey into mankind's greatest adventure starts at Kennedy Space Center Visitor Complex, where amazing exhibits and inspiring shows will immerse you into the past, present and future of the space program.





# Data Capture & Tracking

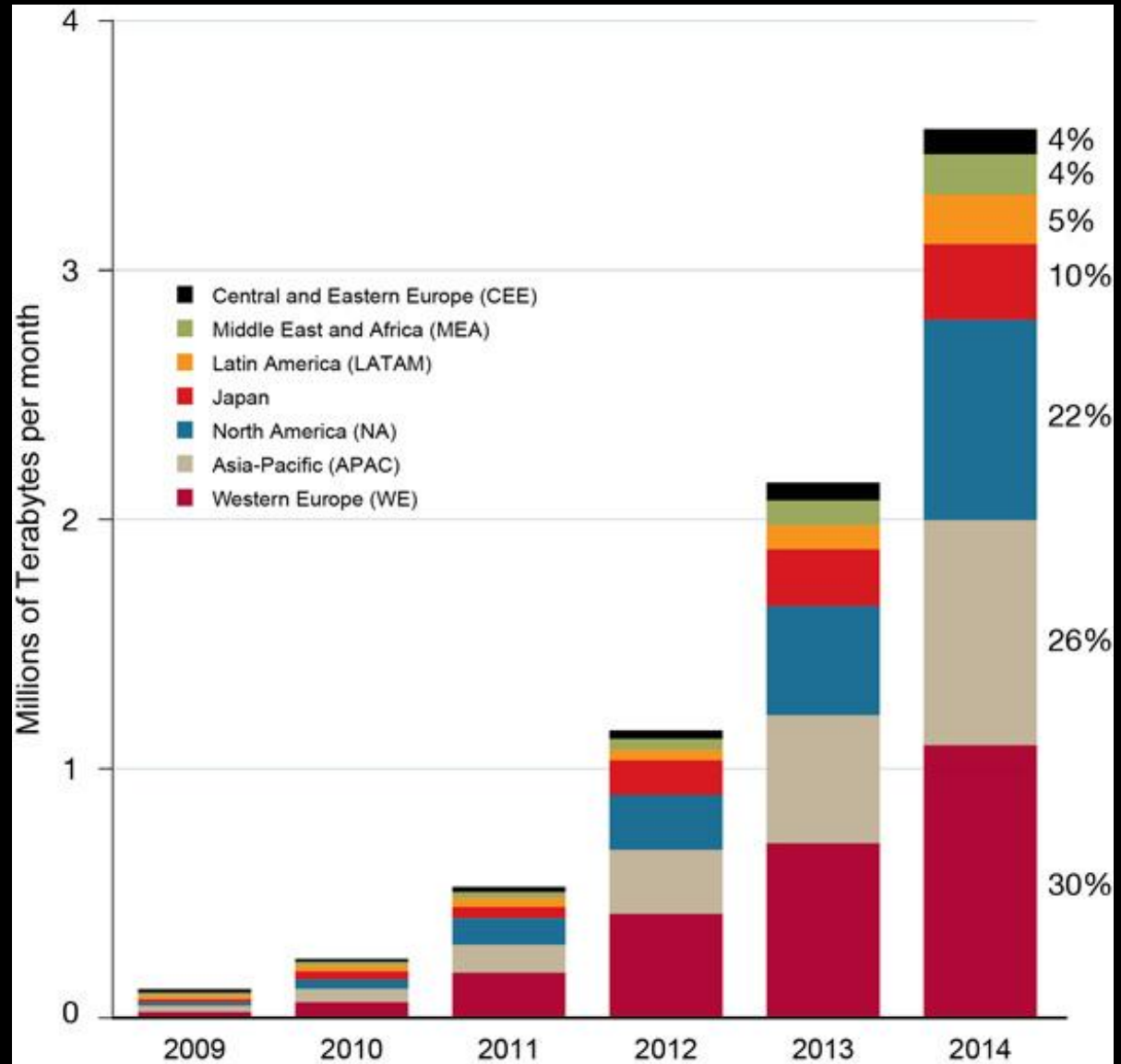
All Micro-Targeted Data that is captured, you own and may use for future marketing purposes.





INTELATEXT

## Consider Global & Multi-Cultural Targeting



# Relationship Management 2.0

## Combining:

Profile information (Preferences)  
Geo-Location (Mobile Local)  
Influence / Reach / Impact  
Historical Data (P.O.S. info)

## Evoke Action:

Increase Sales and Retention  
30-60% on average.

## Target & Track:

Strategic messaging = Results  
Clients average a 580% ROI



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