



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	Outbound	SW	Advertiser	CP	Status	Select All
10002		****9239								
10007	Edward	****7432	edward@ed.com	Homeowner				2004	View	<input type="checkbox"/>
20000	John Brown	77022719	johnbrown@brown.com	Pro				2007	View	<input type="checkbox"/>
20008	Karen	****9238	karen@k.com	Parent				2007	View	<input type="checkbox"/>
20010	Laura White	****5880	LAW					2004	View	<input type="checkbox"/>
20018	Kenneth Taylor	****123	kent@k.com	Pro				2004	View	<input type="checkbox"/>
20020	Lynne	****3800	lynne@l.com	Special Occasion				2008	View	<input type="checkbox"/>
20021	Martha	****2200	martha@m.com	Pro				2004	View	<input type="checkbox"/>
20076	JOHN LPT2	****1234	JOHN.LPT2@LPT.COM	Parent				2007	View	<input type="checkbox"/>
20100	George	****4567	george@g.com	Special Occasion				2008	View	<input type="checkbox"/>
20108	Harriet	****8901	harriet@h.com	Parent				2008	View	<input type="checkbox"/>
20110	Ann	****1230	ann@a.com	Pro				2004	View	<input type="checkbox"/>
20116	ANNA Brown	****4321	anna@b.com	Special Occasion				2007	View	<input type="checkbox"/>



Customers Opt-In

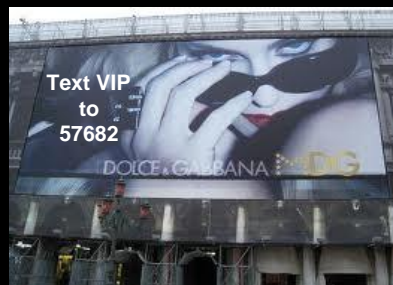


QR Codes placed on all printed materials:
Signs – Direct Mail – T-Shirts - Flyers



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. At the top, a large blue and white title reads "Extend Social Media Reach". Below this, the left side shows a desktop browser window displaying a voting page for the "AT&T All-America Player of the Week". The page features logos for ESPN, ESPN2, ABC, and AT&T, and a prominent headline: "YOU, THE FANS DECIDE THE WINNER". A player, Logan Thomas, QB from Virginia Tech (SO), is highlighted with a "Vote" button. A text box encourages users to "Thank you for your vote. Share your vote with your friends on Facebook now and be sure to visit again next week!" with a Facebook share button. At the bottom of the browser window are "Archive" and "Share" buttons, and a link to "Click here to Enter Contest".

The right side shows a Facebook "Share this Link" interface in a Windows Internet Explorer browser. The URL is http://www.facebook.com/sharer/sharer.php?u=http%3A%2F%2Fholobxt.us%2F%246_666. The share options include "On your own Wall" and "Friends". A text input field is labeled "Write Something...". Below this 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, with a "No Thumbnail" checkbox.

At the bottom, three mobile phone screens illustrate the Intel@Text service. The first screen shows a "Branded Text Arrives" notification. The second screen shows a "Click Link for Photo" notification. The third screen shows a "Share to Facebook / Twitter" notification. The Intel@Text logo is visible at the bottom of the mobile screens.

Interactive & Engaging

Changeable, Trackable, & Scalable

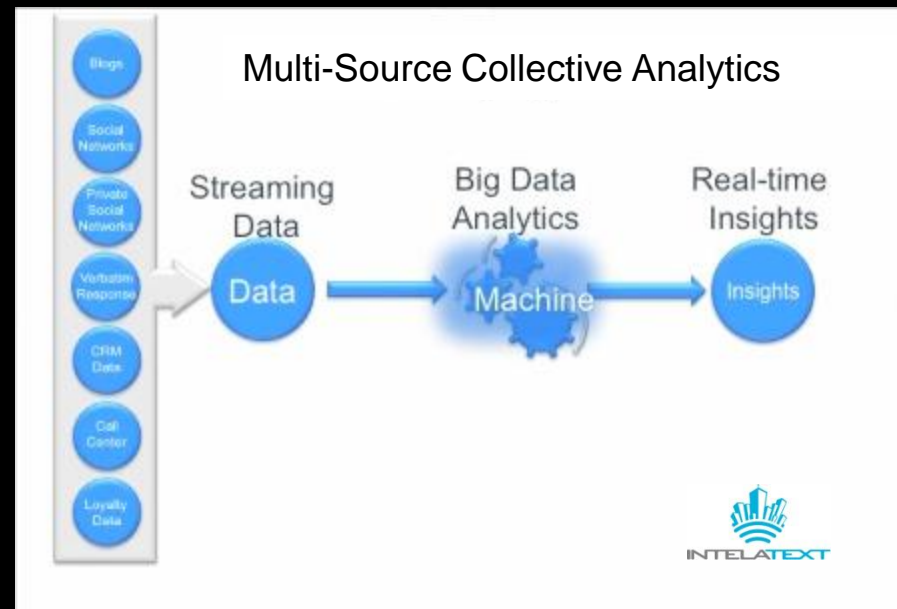
Visit Kennedy Space Center

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

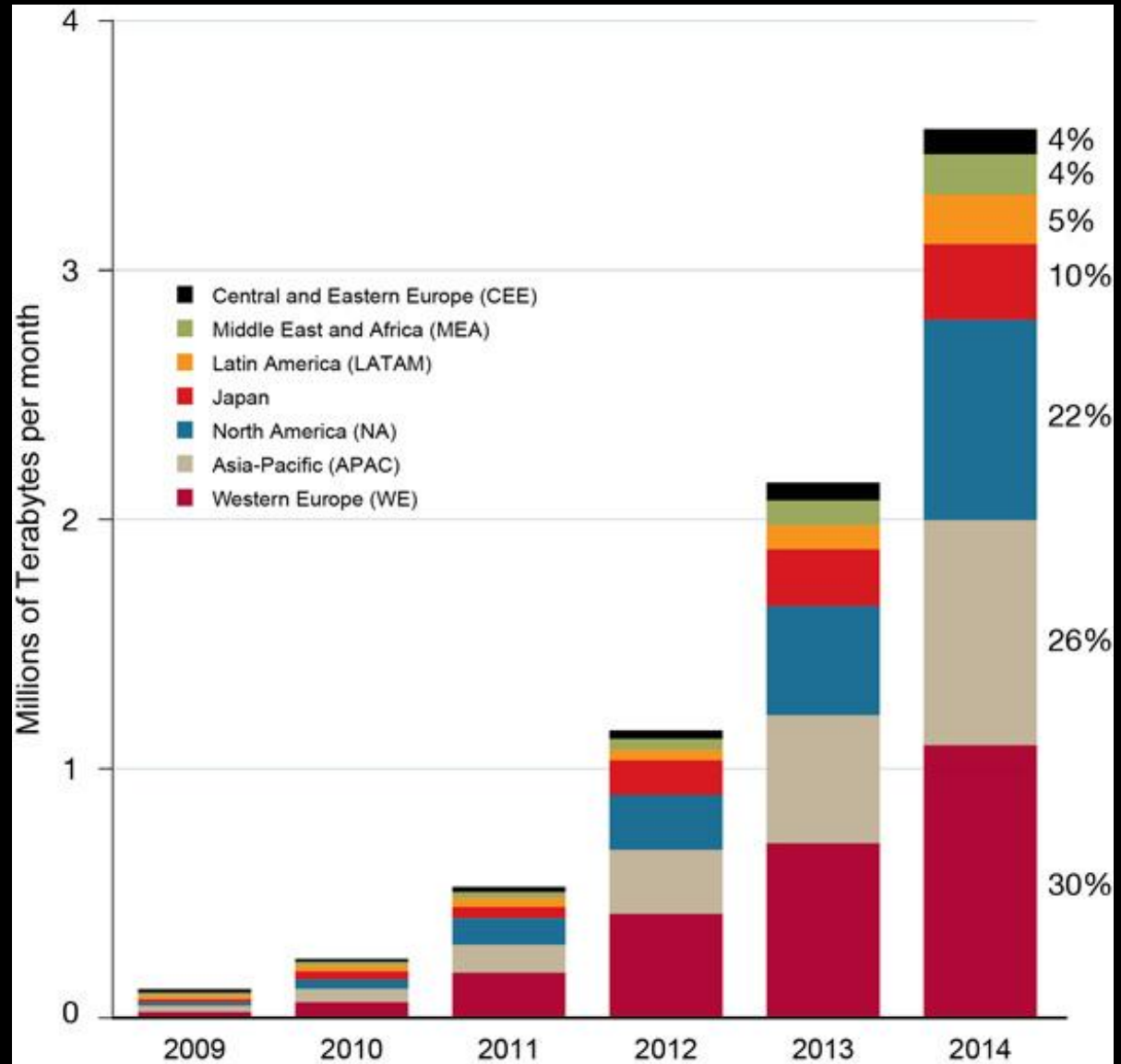
All Micro-Targeted Data that is captured, you own and may use for future marketing purposes.





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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