



DATA-DRIVEN MULTI-CHANNEL MARKETING SOLUTION

INBOUND TEXTING



What Is Inbound Texting?

If you're looking to engage with your customers, there really isn't anything as effective and simple as using SMS. In-store or on-pack promotions such as text-to-win, not only drive sales but generate buzz and positive sentiment towards the brand. They're also great for capturing customer data, marketing, collecting opt-ins or sign ups to loyalty/reward clubs. ZinMobi offer a range of in-store and on-pack promotions

using Inbound Text messaging, including:

- Text-to-Join&Win
- Text-for-Coupon
- Text-with-Feedback

If you are an FMCG brand or considering running on-pack promotions please [click here](#) for more information.

[Continue Reading to find out More About Text Competitions →](#)

Your Brand

**SIGN UP
&
WIN**

WIN

Thanks for joining our Loyalty Club & entering our €500 gift voucher draw. Winners will be informed next Friday. Good luck!

JOIN OUR
LOYALTY CLUB

FREETEXT **WIN** TO 50015

10x €500 GIFT VOUCHER UP FOR GRABS

THIS DATA IS BEING COLLECTED BY X FOR THE PURPOSES OF SENDING YOU SPECIAL OFFERS, COUPONS AND INFORMATION BY SMS AND DIGITAL MARKETING. OPT OUT ANY TIME BY TEXTING REMOVE TO 50015 (THIS IS A FREE TEXT.) YOU WILL ONLY RECEIVE COMMUNICATION FROM X. WE WILL NOT SHARE YOUR INFORMATION WITH ANY THIRD PARTY. SP. ZINMOBI LTD.

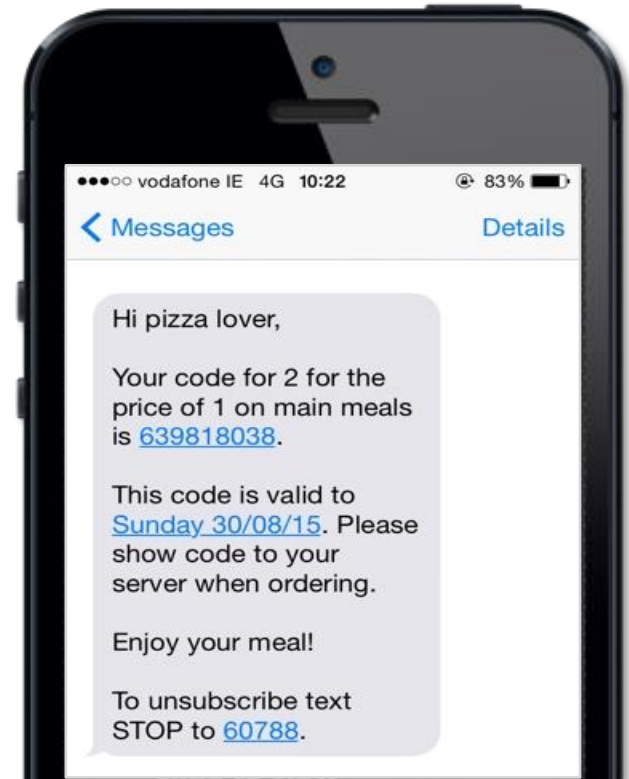
Building a database from scratch or adding additional data points (e.g. email address, mobile numbers, linking people to their loyalty card) to an existing customer database does not need to be a daunting task. ZinMobi has helped numerous retailers to grow their customer database from 0 to hundreds of thousands with ease. Text-to-Join&Win is a simple and relatively low cost mechanism which requires minimum effort from the customer. In it's simplest form customers text a Keyword to a Shortcode to join and, as a incentive, be in with a chance to win a prize – However, additional information such as email address can also be collected. The mobile number (or other data received) is instantly recorded in your database.

If you already have an existing customer database but are missing key pieces of information ZinMobi can develop a solution to help collect the missing data. For example, over a four month period ZinMobi helped a large Irish tier one retailer to link the mobile number and email address - which were previously missing - of 180,000 loyalty program customers to their loyalty program profile.

Text-for-Coupon is a great way to use print media to engage with customers or drive new customers in-store.

Text-for-Coupon ads are generally displayed on billboards, newspapers, posters, flyers or on in-store table tents. Customer simply text the advertised Keyword to a Shortcode and then receive a reply text containing a Coupon Code. Text-for-Coupon can be used to capture mobile number, email address and store location data.

ZinMobi have two couponing options available - (1) ZinMobi generate the coupon codes, or (2) POS Compatible Couponing which affords clients a simple and convenient way to 'plugin' ZinMobi's mobile couponing with your existing POS system without the need for costly integrations. POS Compatible Couponing is easy to set up - All you need to provide ZinMobi with an excel file containing a list of unique coupon redemption codes downloaded from and compatible with your POS. When a customer presents a text coupon at the till the cashier can, as a result, redeem using the POS.



Customer feedback is a rich and valuable source of information for all businesses. Particularly multi-location or franchise operations! It's important for business/franchise owners/managers/franchisees to know if quality is being maintained across all locations. ZinMobi's Text-with-Feedback solutions can help all stakeholders to garner a better understanding of customer opinions in order to evaluate and benchmark store performance.

Text-with-Feedback is a simple mechanism for the customer to use. Customers' just text a Keyword followed by code (to identify store location) followed by their feedback to a Shortcode. ZinMobi's platform will capture this feedback and display it in real time to users.

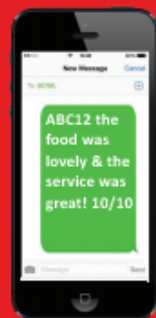


HOW WAS YOUR MEAL?

FREE TEXT ABC 12 FOLLOWED BY YOUR RATING FROM 1 TO 10 AND YOUR COMMENT TO 60788.

£50 VOUCHER UP FOR GRABS EVERY RESTAURANT EVERY MONTH.

SEE HOW 



WE ALWAYS VALUE THE OPINIONS OF OUR CUSTOMERS. THAT'S WHY WE'D LOVE YOUR FEEDBACK, AND AS A REWARD WE WILL ENTER YOU INTO OUR MONTHLY DRAW FOR £50 VOUCHER IN EVERY RESTAURANT.