

How Mobile VIP Works

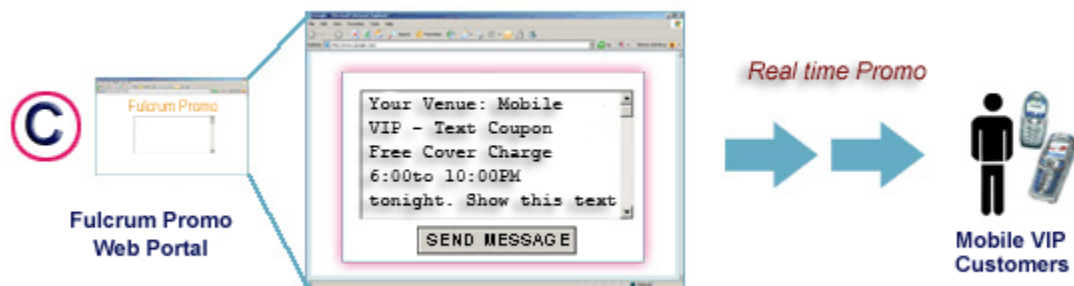
A. Customer sees / hears call-to-action message through different promotional mediums: in-venue signs, radio, direct mail, TV print ads, event flyers, social networking sites, email campaigns and table tents (restaurants / bars).



B. Building your lists. Your customers text your Keyword (i.e. "Cafe") to the short code 25827 and automatically receives an SMS text message in response. Offering prizes and promos is a good way to build your list. *Text keyword "Cafe" to 25827 to join Cafe Monet's Mobile VIP and enter to win a free dinner for two.* Your customers also has the option to opt out at any time.



C. Real time promotions. You've built up your list and you're now ready to send out mass texts whenever you need to instantly communicate with your subscribers. You login to the Mobile VIP website and fill out a simple form to instantly send out a marketing text message to your customers. This message can be anything you can imagine--advertisements for drink specials, special act, reduced admission and text coupons. All of which are effective.



D. Refer a Friend Campaign. Your customer forwards the message to her friends requesting they opt in for free admission or a special offer. Offering free or reduced admission to customers who shows your text message - "Mobile VIP Pass – One Free Admissions, show at the door, expires August 1", is a great way to build your list while driving traffic to your venue.

