



# All-in-One Marketing

Marketing strategies are constantly shifting to fit the digital lifestyle of today's consumers. Traditional print media and emails just aren't doing the trick anymore. Businesses are looking for new ways to grab their customers' attention and keep their attention. With All-in-One Marketing, businesses can reach wider audiences, engage their customers, drive traffic, and boost sales in ways they've never imagined before. All-in-One Marketing integrates multiple communication channels and powerful marketing features in a single web-based software to help businesses effectively reach their goals.

## Connect with your audience through the channel they prefer.

No two people are exactly alike in the way they like to communicate. With multiple channels of communication, you can reach your audience the way they want to be reached. In doing so, opportunities open up for greater reach and higher response rates, and most importantly, better results.

## Save time and money with an All-in-One solution.

There's no need to learn multiple software or pay multiple bills. All-in-One Marketing integrates everything you need to run effective multi-channel campaigns in a single, easy-to-use system.

## Potential Benefits at a Glance

- Attract customers, boost sales, increase ROI
- Easily grow contact database
- Get valuable feedback from customers
- Quickly announce important messages and alerts
- Reduce missed appointments with instant text reminders

# All-in-One Marketing and Messaging Features

Take a look at the full list of innovative features All-in-One Marketing offers:

## Mobile Features

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### SMS Blasts

Send a text message to individual contacts or entire distribution lists at once.



### Mobile Keywords

Instantly collect mobile numbers while distributing hot deals or important information.



### Mobile Keyword Data Capture

Have an automated SMS conversation to collect valuable contact info like names, phone numbers, email, and more.



### Mobile Coupons

Boost traffic and sales by sending coupons directly to your customers' mobile phones.



### QR Codes

Give your audience immediate access to a variety of different information or direct them to your website with a quick QR code scan.



### MMS

Get your message across with more than just words by sending an exciting picture or video message.



### Mobile Voting

Gather valuable feedback from your audience while collecting their mobile numbers at the same time.



### Text-to-Screen

Add a fun twist to any event and let your audience text fun messages to a live display screen for all to see.



### Appointment Reminders

Reduce missed opportunities and minimize no-shows by sending appointment text reminders.



### Shuffle Responder

Great for a variety of applications like daily jokes or inspirational sayings.

## Social Features

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### Facebook Like-Gating

Great for attracting new Facebook fans and offering exclusive promotions



### Facebook Tab Editor

Create customized tabs (additional web pages) for your Facebook Page.



### Social Voting

Gather valuable data from your Facebook audience and boost visibility with Social Voting.



### Facebook Coupons

Spark word-of-mouth-marketing by offering exclusive deals to your fans.

## Email Features

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### Email HTML Editor

Design your own emails and newsletters or choose from several pre-designed templates.



### Email Scheduler

Conveniently schedule email campaigns in advance and have them delivered at a set time for maximum convenience.



### Spam Filter

Decrease the chance of your message ending up in email junk folders.



### Campaign Reports

View reports on the health of your campaigns as well as open and bounce rates, message delivery success rates, and opt-out summaries.

## Other Major Channels and Features

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### Voice Broadcast

Add life to your communications by sending pre-recorded voice messages.



### Instant Messaging

Immediately communicate with this free and attention-grabbing communication channel.

# Works for Virtually All Industries

No matter what industry or background, All-in-One Marketing gives virtually any business the unique ability to customize campaigns with channels and features they need to better connect with customers.

Industry	Potential Benefits	Recommended Features
<b>Retail</b>	<ul style="list-style-type: none"><li>- Drive traffic to your store</li><li>- Increase sales</li><li>- Update customers on promos</li></ul>	Mobile keywords, SMS blasts, social media postings, mobile coupons, Facebook coupons, QR codes
<b>Restaurant</b>	<ul style="list-style-type: none"><li>- Attract first-time diners</li><li>- Bring in diners during slow times</li><li>- Reduce missed reservations</li></ul>	Mobile keyword promotions, text reminders, social media campaigns, mobile coupons, QR codes
<b>Religious Organizations</b>	<ul style="list-style-type: none"><li>- Engage entire congregation</li><li>- Strengthen communication</li><li>- Boost attendance for events</li></ul>	Shuffle responder of daily prayer suggestions, SMS text reminders, social media postings
<b>Medical Practices</b>	<ul style="list-style-type: none"><li>- Reduce missed appointments</li><li>- Communicate with patients</li><li>- Communicate with staff</li></ul>	Appointment text reminder, voice broadcast, social media postings, SMS blasts
<b>Schools &amp; Universities</b>	<ul style="list-style-type: none"><li>- Communicate with students, parents, and faculty</li><li>- Increase event attendance</li><li>- Communicate with alumni</li></ul>	SMS blasts, voice broadcast, text-to-screen, MMS, social media
<b>Hospitality &amp; Entertainment</b>	<ul style="list-style-type: none"><li>- Attract new guests</li><li>- Engage and excite guests</li><li>- Increase repeat visitors</li></ul>	Mobile keywords, social media, MMS, online sign-up pages, shuffle responder, text-to-screen
<b>Marketing Agencies</b>	<ul style="list-style-type: none"><li>- Create, manage, and measure digital campaigns</li><li>- Engage audiences</li><li>- Grow contact databases</li></ul>	Mobile keywords, online sign-up pages, multi-channel coupons, QR code, social media, API