

Genius SMS

PRODUCT INFORMATION

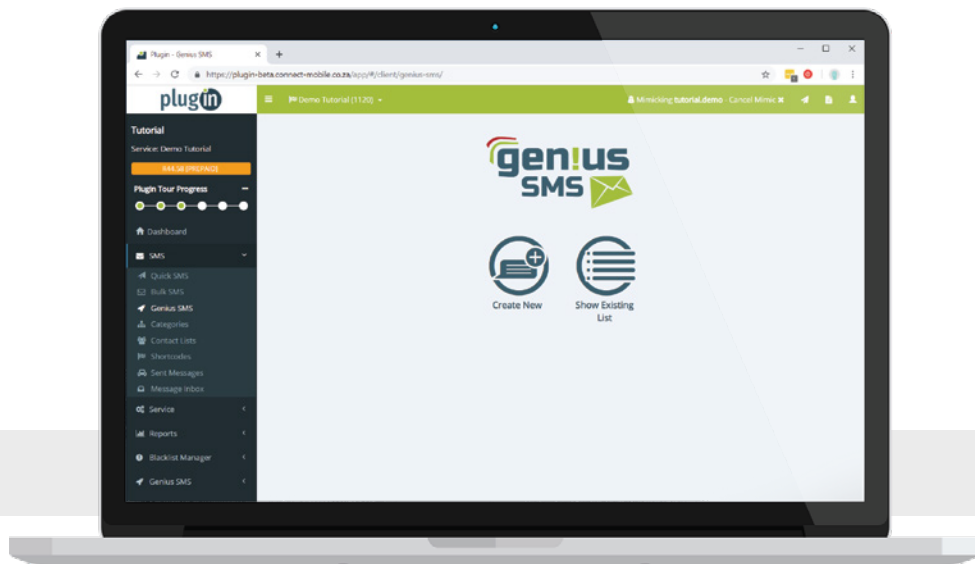


GENIUS SMS

As leaders in the mobile messaging industry we have now implemented business intelligence tools into our existing online messaging platform. Our system architects have cleverly developed tools that not only reaches your target audience with smart graphics but can also remarket within the social media sphere.

Businesses across the globe are diving into the social space at a rapid pace. Genius SMS includes channels like Facebook and WhatsApp. Your customers are constantly interacting with brands through social media and a powerful marketing plan with the use of Genius SMS is ultimately the key to tap into their interest.

Genius SMS is a nimble, easy-to-use tool that can embed images, GIFs, YouTube videos or PDFs into an SMS.



EMBEDDING GRAPHICS

Embedding graphics into mobile messages is quick and easy with Genius SMS. Simply add flyer details, upload the desired image, GIF, PDF or YouTube video, include your website URL, enable share buttons and send. This will ensure that when the recipient clicks on the flyer they receive on their handset, they will be redirected to your website. In doing this you are exposing your customers to not only your advertised product, but to your other products and services. Many players in the industry rely on cross selling to provide a more comprehensive service to their clients.



Genius SMS - Create New Flyer

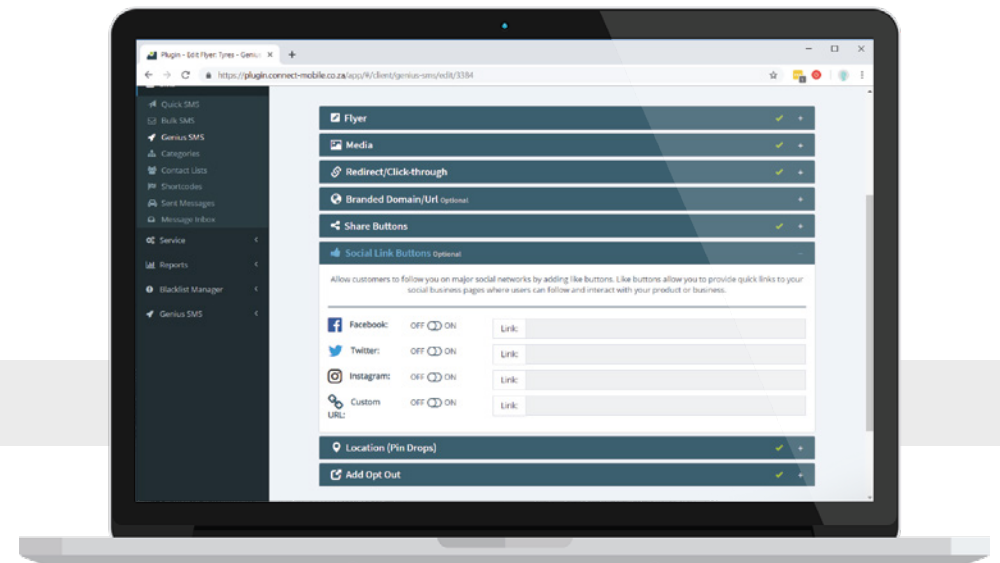
SHAREABLE OPTIONS

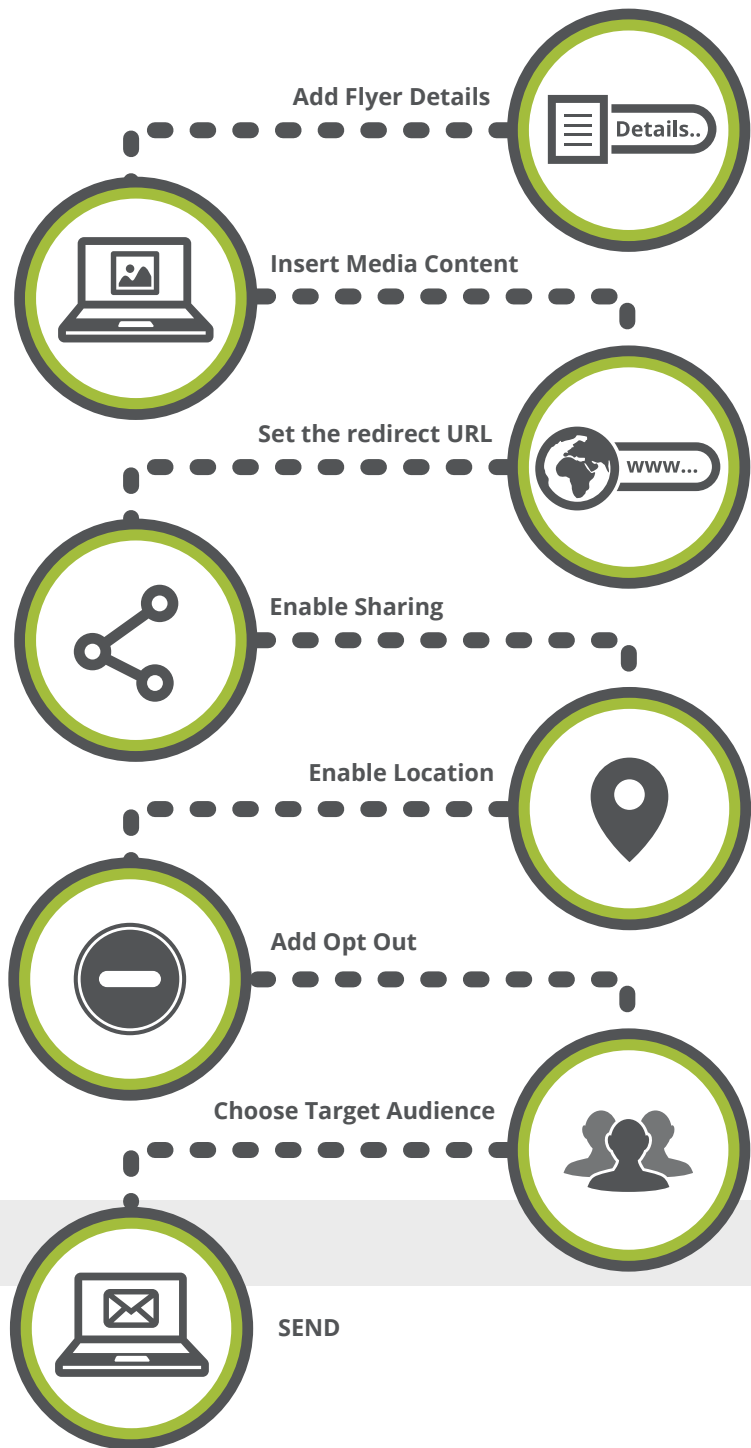
Want your marketing material to reach even larger audiences? The share option ensures that your recipients can share the flyer to Facebook or WhatsApp. This option turns your target audience into brand influencers increasing your reach even more as the online ripple effect continues. If you need a marketing strategy for the promotion of products and services, then you won't find a cheaper option than Genius SMS that will serve as marketing tactic to yield maximum results.

SOCIAL LINKS

Allow customers to follow you on major social networks by adding like buttons. Like buttons allow you to provide quick links to your social business pages where users can follow and interact with your product or business. Easily add your Facebook, Twitter or Instagram Page. You also have the ability to include a custom URL.

Genius SMS Social Links functionality





LOCATIONS

A recent addition is the ability to define and share business locations using Genius SMS flyers. This nifty feature allows you to quickly search and attach several different locations when configuring flyers, which will be presented with a new map button on all Genius SMS messages.

People who receive your Genius SMS flyer can simply tap the map button to view a list of closest locations on a map, and easily navigate to the location of their choice using their mobile phone's GPS system. Not only can you locate clients using Genius SMS flyers, but you can now give them the ability to find you.

Easy Sending Process



REPORTING

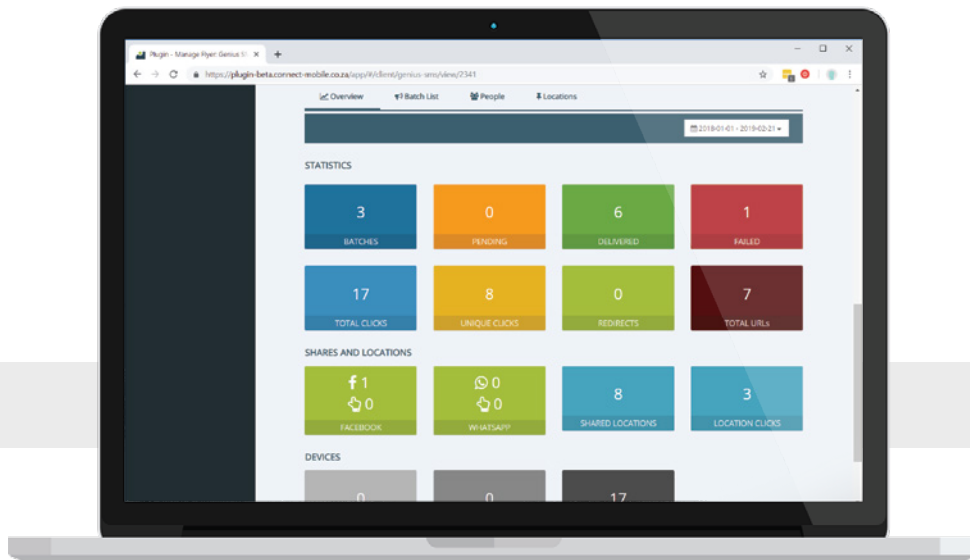
What is a strategy without a means to measure your results?

Our developers have put together a reporting tool that provides analytics on various aspects of your Genius SMS marketing campaign:

- Delivered messages;
- Unique URL clicks;
- Sharing/page follow statistics on Facebook;
- Sharing statistics on WhatsApp;
- Instagram/Twitter page follow statistics;
- Location statistics; and
- Web page redirect statistics.

Easily obtain reports either of a recently sent campaign, or a complete overview over the course of your active campaign.

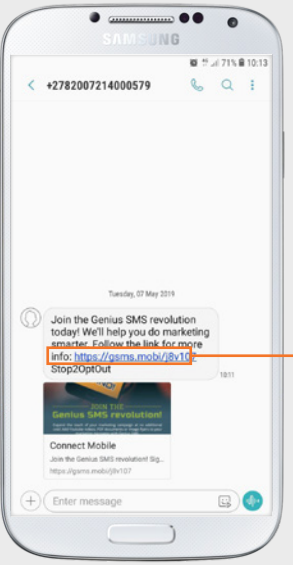
By navigating to the People tab you can generate a csv. file that includes send and sharing statistics per mobile number.



Genius SMS Reporting

CONNECT MOBILE / PLUGIN REGISTRATION: Genius SMS flow

User receives Genius SMS with link to flyer.



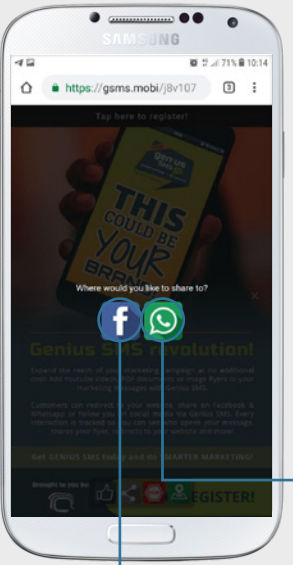
User is redirected to the flyer that can be shared on social media if enabled.



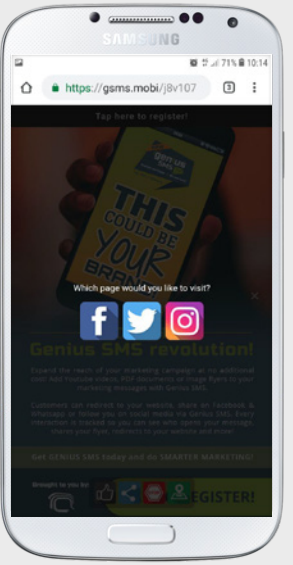
User is redirected to the Plugin Registration page.



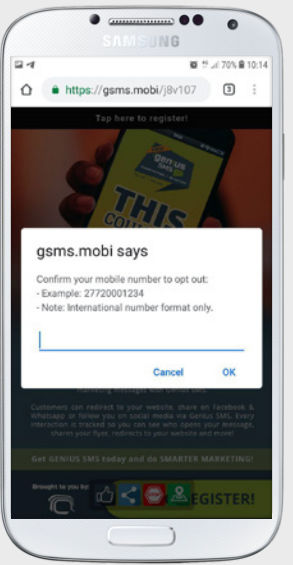
Share the flyer via Facebook or WhatsApp by selecting the relevant icon.



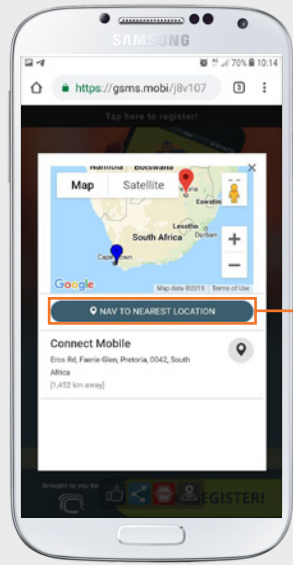
Visit the Connect Mobile social media pages by clicking on the relevant icon.



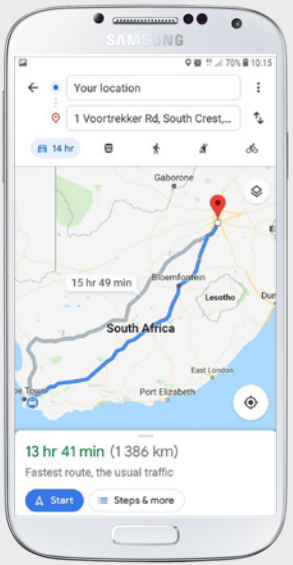
Opt out of database



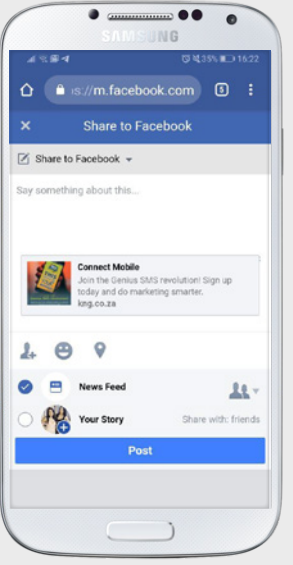
View Location



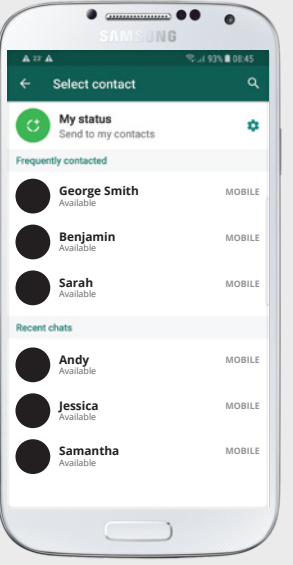
Navigates to Google Maps or similar app on your phone.



Share on Facebook



Share on WhatsApp

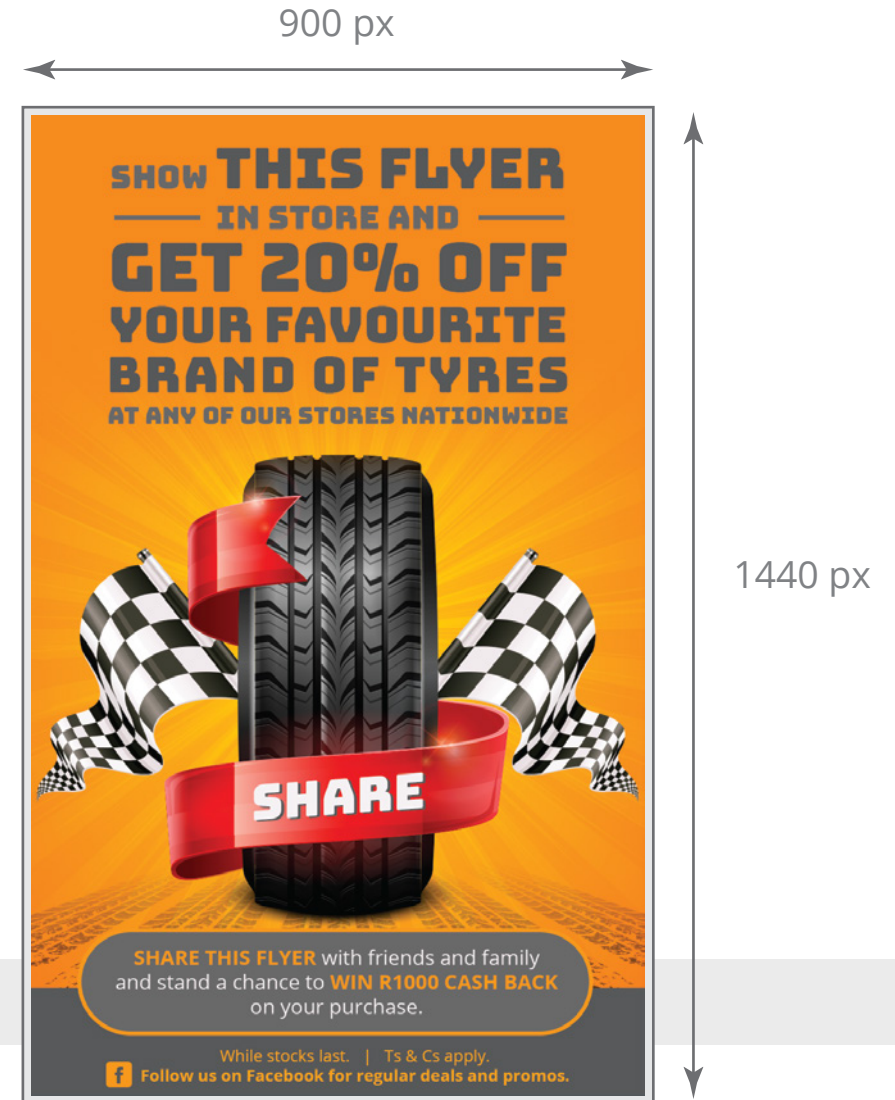


GENIUS FLYER DESIGN

The Genius SMS image setup on the Plugin platform supports JPEG, GIF, animated GIF, PNG and animated PNG file formats.

The recommended image size for best display quality is 900 x 1440px. A portrait layout is preferred as it displays best on mobile phones. Images don't have to be this exact size, but should be at least 500 x 500px. It is also advised that images should be saved as optimized for web (72 dpi) in order to prevent large files that take long to load on mobile devices. Kindly ensure that your flyer artwork adheres to these guidelines for best results.

Flyer Example





t: 012 991 4328 | www.connect-mobile.co.za | sales@connect-mobile.co.za