

Evolution Total Mobile Marketing Solutions



Yes! We have all the latest Mobile Marketing Solutions

- » Text Messaging
- » 2D Barcode Technology
- » iPhone Apps
- » Social Network Integration



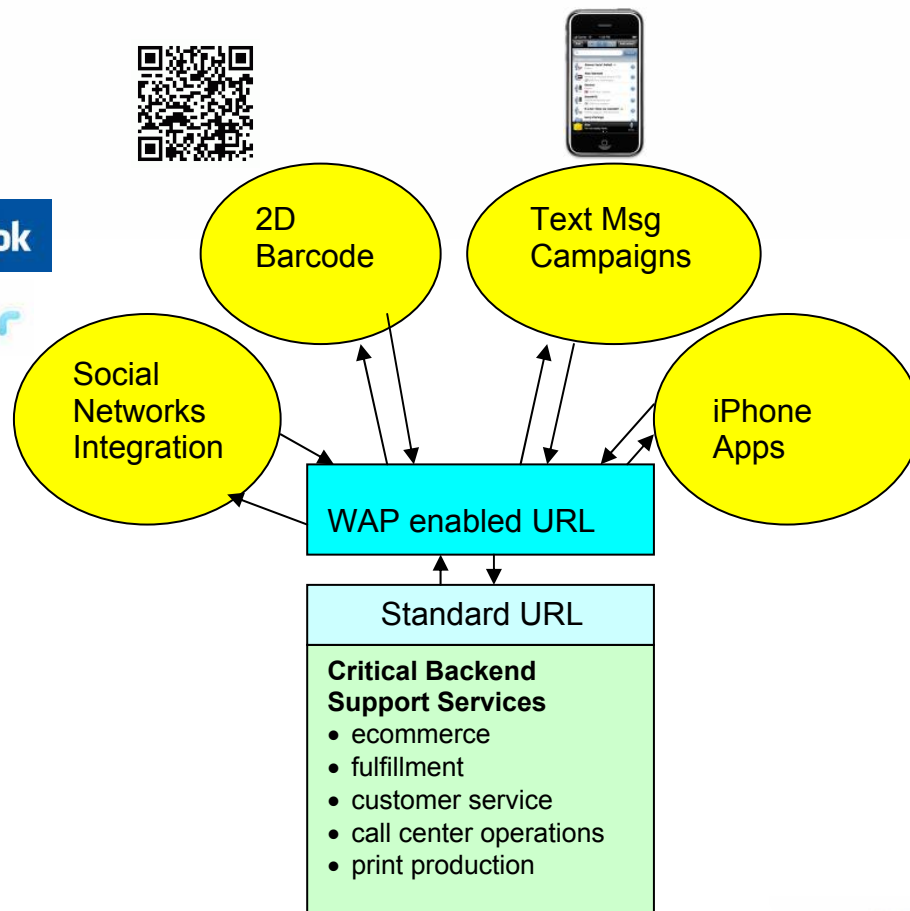
The **BIG** difference between the others and Evolution is that while other companies have mobile program development services, they do **NOT** have the critical **back end** services to implement the programs and keep them “up to date and running.”



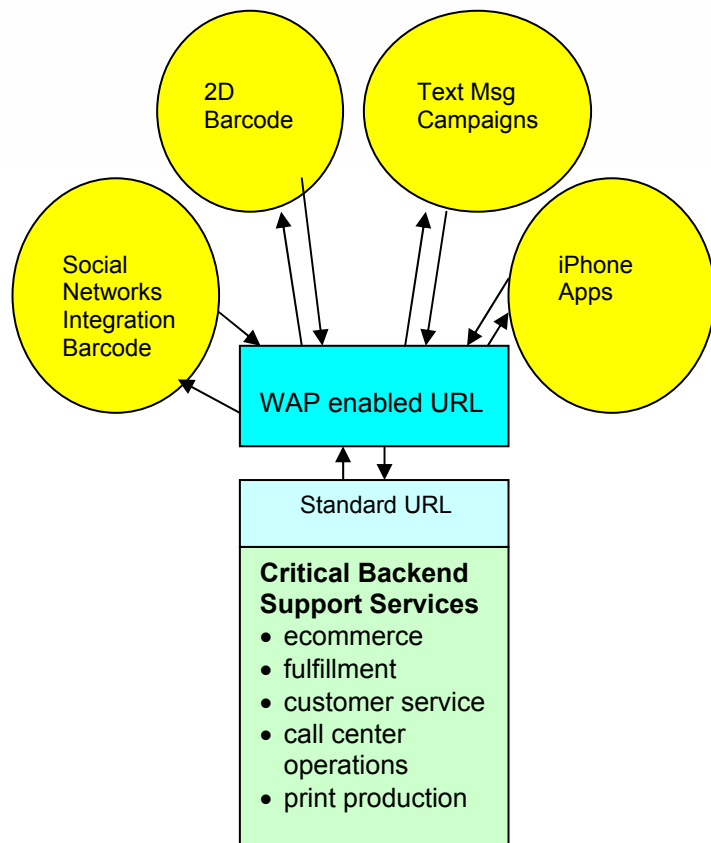
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facebook
twitter



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So you want to do a mobile marketing campaign? Great they are fun, they capture audiences, they get great response.

What most marketers don't understand is that mobile programs are simply providing another way for consumers to hear about your products, your services, your special offers, your message etc.

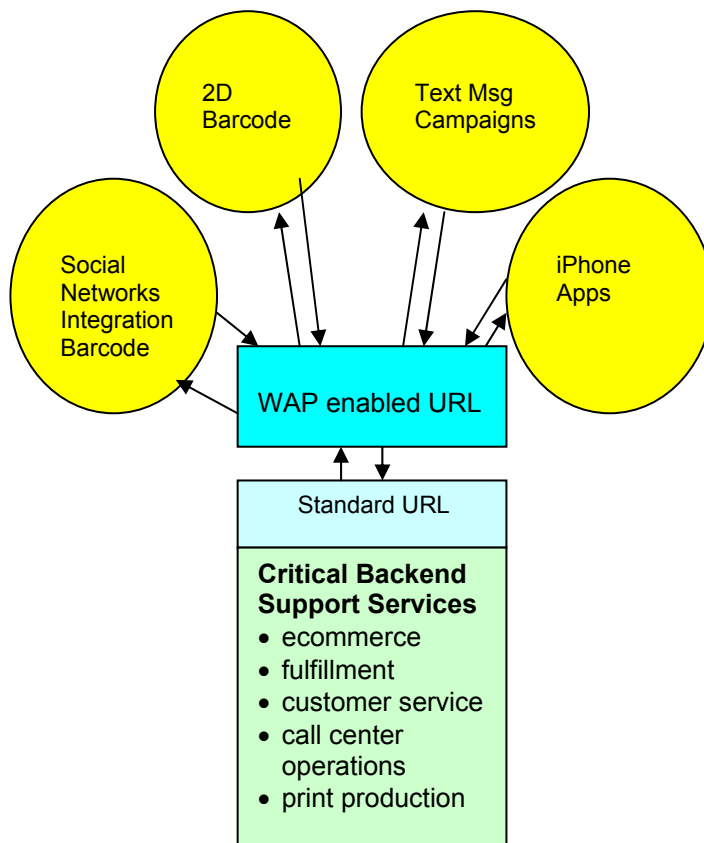
You still need to have all the back end services to handle whatever the program is intended to do. How are you handling the responses?

Follow us on the next few slides for a better understanding.



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An Example:



Teddy wants to set up an iPhone app that lets his consumers buy his product. He hires an iPhone app developer who builds him an app. He does not have ecommerce or fulfillment services, so he has hire out for that. Teddy sets up with some other companies who can do ecommerce and fulfillment.

Then Teddy realizes that he needs to set up a website. Well, the app developer doesn't build websites (which all iPhone apps tie back to), so he hires a web developer to build his website.

Teddy is now dealing with 4 different vendors!

The web developer builds a standard URL which links to his ecomm vendor which file feeds to the fulfillment house. But the web developer did NOT build a website that is WAP enabled, because he doesn't know about that. (A WAP enabled website is needed for mobile phone users to access the URL from their phones). So now Teddy's iPhone app is basically useless.

And Teddy has yet to realize that the fulfillment house he chose does not have call center capability to answer customer calls.

Wow, what a mess.

Chose the ONE vendor that does it all!!!

Follow along to understand...





Evolution iPhone apps

Here's How it works:

- Evolution creative staff sits with you to determine the functionality, and the end result of the app
- Evolution designs, builds, and posts the app
- The iPhone app is available for users to download
- Evolution provides you with real time reporting access to determine all kinds of response vehicle tracking
- Most important, Evolution handles all back end services needed for the entire program to be executed

The Mobile Response allows for:

- Tagging
- Magazine Subscription
- Couponing
- Find it here
- Sweepstakes
- Loyalty Cards
- Ticketing
- Ecommerce
- Other offers
- Anything you do on a normal website





Evolution 2D Barcode Technology



Here's How it works:

- Camera phones enable scanning
- Captures 2D image
- Immediately takes user to Website link
- User interacts automatically
- You now have a new customer
- Barcodes can be placed anywhere: in-book, posters, signage, etc.
- Most important, Evolution handles all back end services needed for the entire program to be executed

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- Sweepstakes
- Loyalty Cards
- Ticketing
- Ecommerce
- Other offers
- Anything you do on a normal website





Evolution Text Messaging Campaigns

Here's How it works:

- Evolution creative staff sits with you to determine the functionality, and end result of the program
- Evolution designs, builds, and runs the text message campaign
- There are many applications (shown to the right) that can be accomplished
- Evolution provides you with real time reporting access to determine all kinds of response vehicle tracking
- Most important, Evolution handles all back end services needed for the entire program to be executed

The Mobile Response allows for:

- Text to win
- Text to vote
- Text for information
- Text for coupons
- Text to buy
- Text for locations
- Event texting
- Movie theatre texting



Evolution Social Networks Integration

twitter facebook

Here's How it works:

- Evolution creative staff sits with you determine the functionality and end result of the program
- Social networks are not always facebook and twitter. Evolution works with you to determine the niche audience you are after and focuses on those social networks more likely hitting the demo you need
- Or groups with the larger and better known social networks, that are more likely to respond to your messaging
- Evolution provides you with real time reporting access to determine response tracking
- Most important, Evolution handles all back end services needed for the entire program to be executed



Evolution Back End Services

Here's How it works:

After Evolution creative staff sits with you determine the functionality and end result of the program, our teams meet to discuss what other services will be needed to make the program a success. These services include:

- web design
- ecommerce
- customer service/call center
- databasing
- fulfillment
- print production

With Evolution you are dealing with **1 vendor for ALL the (Mobile) Marketing, Merchandising, Promotions, Event Services under 1 roof, 1 team!!!!**

