

# Connections

INNOVATIVE MESSAGING SOLUTIONS INC.

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## Thumbs up

A new company turns text messaging into a powerful tool that helps businesses communicate with customers

Billboards, print ads, commercials and flyers. Sure, we've all used these methods to get our messages

newest craze emerging in advertising and marketing.

Millions of people are already utilizing

specials, reminders, or whatever would make the customer feel more involved with that club.

Schools could use the service to contact parents with basic notifications. After parents register by texting in the school's keyword, the school can notify parents of closings, report card mailings, special events, etc. What's more, the service works well for on-call texting, useful for schools that need to contact substitute teachers.

IMS services cater to dental and medical offices, hair salons and other businesses that need to confirm appointments. Textricity can send notifications and even allow for optional confirmations, saving personnel time and money.

Apartments or condo managers can rely on Textricity to send tenant notifications and save the hassle of having to drop off flyers. Textricity can also integrate with maintenance via text message.

But the real draw to this technology is that it is a highly effective tool. An estimated 90 percent of cell phone users read their text messages — a much higher percentage than you get with billboards or fliers. But you don't have to take IMS's word for it. Textricity will generate activity reports that show exactly how many customers used the service, what the peak times were, and which customers opted out. This is powerful information for marketers that you can't get with traditional media.

When it comes to technology, let's face it, times are changing. When was the last time you went somewhere and didn't see someone thumbing away at their cell phone? Text messaging is in, and now it's time for your business to catch up.

drink



Innovative Messaging Solutions Partner Jeff Goike agreed that not only was the idea for Textricity brilliant and feasible, but it would also be beneficial to a variety of businesses.

# Text pioneers

How Textricity transformed from a concept to an enterprise.

Abraham and Dahl realized that most apartment leasers were between 18 and 35 years old and figured text messages might get through where other methods couldn't.

It all began with a problem. James Abraham and Kyle Dahl started thinking about how to make it easier for apartment managers to communicate with tenants.

It occurred to Abraham and Dahl that nothing fit the bill. Flyers left on tenant doorknobs were ignored and newspaper advertisements weren't getting responses.

Abraham and Dahl realized that most apartment tenants were between 18 and 35 years old and figured text messages might get through where other methods couldn't. So he began to consider sending management's announcements via text message.

Abraham approached Jeff Goike, an information technology technician to figure out if his idea could work. Abraham and Goike quickly agreed that not only was the idea brilliant and feasible, it would also be beneficial to a variety of businesses.

Shortly after that first conversation, Steve Jantzi teamed up with Abraham, Dahl and Goike to form Innovative

Messaging Solutions Inc. During the next several months the four partners worked with all the major mobile phone carriers to turn the idea into Textricity.

However, there were hurdles along the way. Shortly after testing the technology, they discovered that cell phone carriers restrict large volume text messaging to regulate possible illegal solicitation. Cell phone carriers were shutting down service after 25 consecutive text messages were sent from the phone number that was being used to transmit the messages. But that didn't stop the IMS team. They purchased a short code, 79649, to use instead of a traditional nine-digit phone number.

The next and perhaps most challenging, obstacle was obtaining approval from cell phone carriers. Goike said, "We were quoted about six to eight weeks start to finish for the approval process. In actuality it took about six months." But the IMS partners persevered, and in less than one year they were able to make Textricity a reality.

# Textricity forces SPAM to scram

Innovative Messaging Solutions ensures Textricity customers won't receive unwanted messages.

Businesses considering text message technology might worry that their customers may receive SPAM or get locked into a contract. But those worries are unfounded. Textricity will only transmit messages approved by you to people who have requested them. Innovative Messaging Solutions also guarantees that your customers can opt out at any time.

To protect you and your customers, IMS complies with the provisions of the CAN-SPAM Act of 2003 as well as the Mobile Advertising Guidelines established by the Mobile Marketing Association, which established procedures to protect consumers against undesired messages.

Compliance with these guidelines means that Textricity messages will be formatted with the correct size and dimensions to ensure compatibility with all cell phones, will not exceed

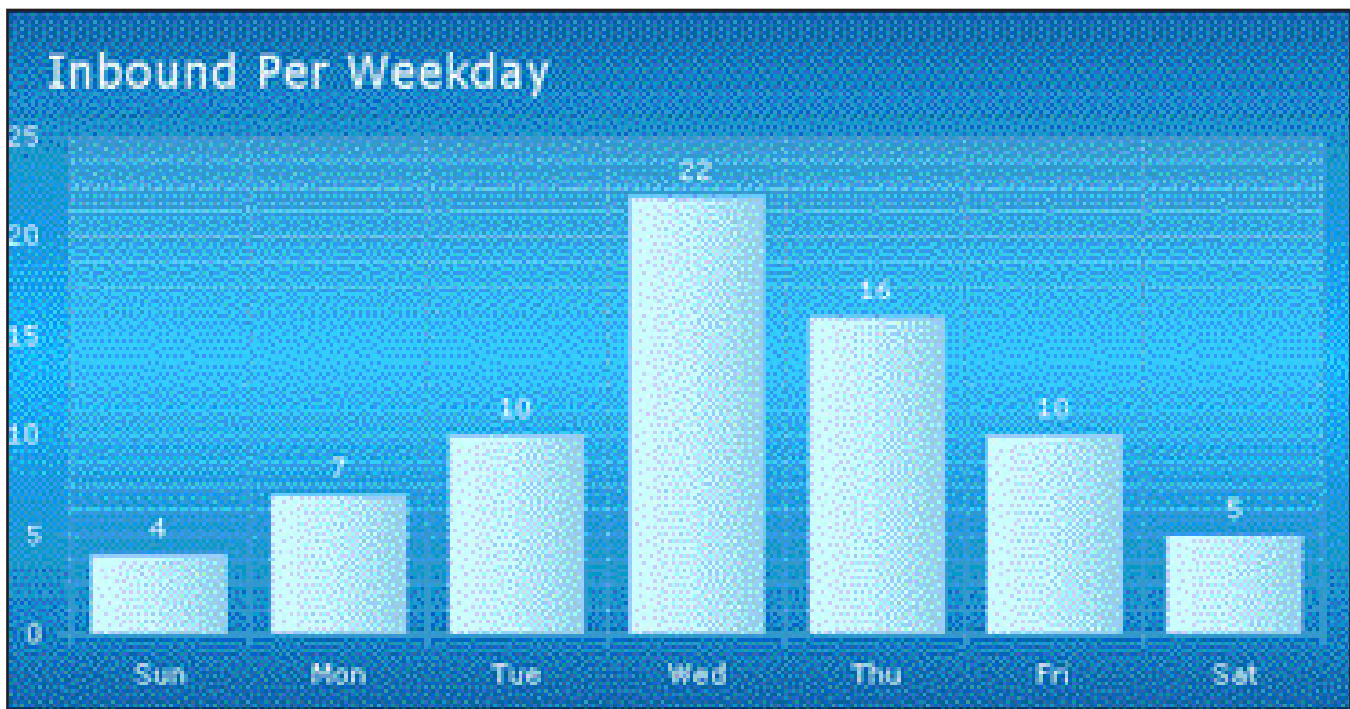
160 characters and will be responsively functional. Textricity will allow your customers to opt-out at any time by texting "Stop" to 79649 and will process all opt-out requests within 10 business days.

These procedures also allow you to maintain credibility because customers will only receive messages from Textricity after they send a keyword to 79649. Customers can opt to schedule a specific time to receive messages and will never receive an unsolicited text.

In short, It will be evident to your customers that they are in control of the messages they are receiving from you.

As a customer of Innovative Messaging Solutions you can also opt to receive activity reports that provide quantities and times of activity on your account, proving that IMS stands behind its promise.

Customers will only receive messages from Textricity after they send a keyword.



Inbound activity reports can provide your business with helpful feedback about the activity on your account such as slow or peak times and days.



[www.textricity.com](http://www.textricity.com)

# Ask not what we can do for you, but what we can do for your business...

Innovative Messaging Solutions answers questions about the technology behind Textricity and how it will help your businesses

**U**sing text message technology for advertising and marketing is cutting edge. When considering this new technology for your business it's important to understand how it works. Below are commonly asked questions and the answers.

**How do I collect my customers' cell phone numbers?**

There are two ways to collect these numbers. The most preferred method is to have your customers' text 79649 with your keyword. This will automatically add them to your phonenumber, and you can begin sending messages immediately. The second way is to collect the information from your customers and give them to the Textricity support team for a manual upload. In compliance with anti-SPAM guidelines, Textricity will send the customer a confirmation message. They won't be added to your phonenumber until they confirm that they are opting into the service.

**Which carriers will textricity.com work with?**

Textricity will work with all major cell phone networks.

**Once I get a keyword, how long can I use it?**

Since keywords have to be unique on Textricity's system they are limited. For example only one customer can use the keyword 'dentist.' Once you secure a keyword it is yours as long as you are a paying member of Textricity, or until you decide to delete the keyword from your account.

**Is my personal information safe from SPAM related messages?**

Absolutely. Unlike several of Textricity's competitors your information and your customers' information will NOT be sold or misused. IMS strictly follows CAN-SPAM and MMA guidelines, which prohibit the distribution of mobile messages without your prior approval.

**Are there any obligations?**

No. Textricity's services are provided on a monthly basis. You can automatically renew your membership each month at the same price and can cancel at any time. However, we do offer pricing discounts if you are interested in a customizable contract.

**How much does the service cost and how do I pay for it?**

Textricity has several pricing structures ranging from as little as \$65 per month based on message count and keywords. We accept all major credit cards. You also can opt to receive automatic monthly billings.

**Do you offer a trial period?**

Yes. Textricity offers a 25 message/one keyword trial for your business.

**How do I get started?**

Go to [Textricity.com](http://Textricity.com) and click the Sign-up link to create a new user account.