

DIRECT MOBILE TEXTING



Direct Mobile Texting (DMT) provides the most powerful and versatile SMS text messaging platform on the market!

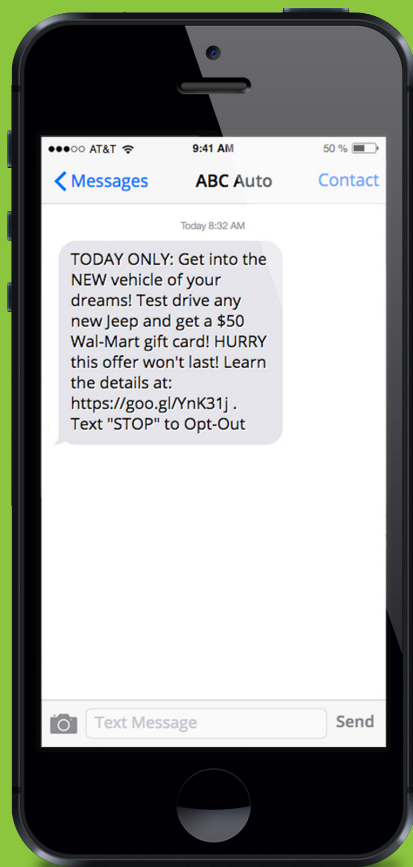
DMT offers **easy-to-use, ROI-boosting features** like drip campaigns, advanced reporting and automated contact Opt-Out List Management.

Program Details:

- Reporting included with every order
- Scheduled to run at best times to reach your customers

Best Practices:

- **The Shorter the Message the Better.** Example phrases: words like "Discount," "Free," "Call Now," "Expires Sunday at 5pm," "First 100 Get X," "Time Running Out" etc.
- **Incorporate the following formula into your copy:** Benefit + Scarcity to Gain Benefit + Immediate Call to Action.
- Use a Weblink to a landing page where they can fill out a form to order now.
- Use a Promo Code in your text if possible.
- Keep your Opt-Out percentage low by strategically timing your texts over a period of time.



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How It Works:

- 1. You Provide Mobile Phones List.**
The list contains first name, last name and mobile number in an Excel spreadsheet.
- 2. AMG Provides a 22 Character Opt-Out Message.**
- 3. You Provide the Text Script.** You have up to 130 characters for your message.
Please note: spaces, symbols, and punctuation are counted as characters used.

Call 1-800-648-3107 to order now!

Learn more about our Direct Mail and Digital Marketing campaigns
by visiting www.AllegiantMarketingGroup.com today!

DIRECT MOBILE TEXTING ORDER FORM



Investment Cost – \$0.15 per text plus \$50 set-up fee per deployment

Company Name: _____

Contact Name: _____

Contact Phone Number (With Area Code): _____

Cell Number for Receiving Test Text Message: _____

Address: _____

City _____ State _____ ZIP _____

Your 130 Character Message:

(Note: spaces, symbols, and punctuation are all counted as characters)

I would like for the text to be sent on the following date:

Date: _____

Time: _____ Time Zone: _____

(Deployment must occur between the hours of 8:00 A.M. and 9:00 P.M.)

By signing, you are confirming that the list is of *your* customers' mobile phone numbers and that each customer on the list has explicitly given your organization *permission to be texted* as a form of marketing communication.

Name (Printed): _____ Date: _____

Signature: _____ Date: _____

Fax or e-mail this order form to your Strategic Account Manager.

Next Steps:

1. Sign your Agreement of Service
2. Deployment Turn Around Time is 24 Hours from Receiving Payment
(Deployment must occur between the hours of 8:00 A.M. and 9:00 P.M.)
3. **Experience Results!**

