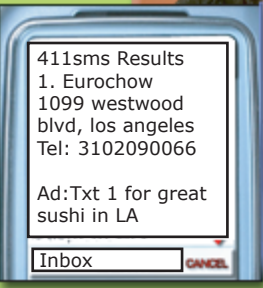


# 411sms Mobile Marketing Tools

## Empowering the Advertiser



411sms Results  
1. Eurochow  
1099 westwood  
blvd, los angeles  
Tel: 3102090066

Ad:Txt 1 for great  
sushi in LA

Inbox



### Mobile Marketing Applications

411sms mobile solutions provide advertisers and businesses with easy to use solutions that engage their target users with state-of-the-art applications. Our solutions are robust and can be customised and intergrated with most existing systems/databases. Our applications can be interfaced with our shortcode US411 (87411 - #1 shortcode for content) or with other existing shortcodes.

These are a few of the applications can be used in tandem with existing marketing strategies that advertisers may already be employing:

1. Text-to-vote: allows users to vote on any topic the advertiser creates. The advertiser now has an interaction channel with the cellphone user.
2. Text-2-screen: allows cellphone users to create a 2way dialogue at events by texting their requests or messages to a shortcode which in turn is shown on a big screen or a TV show. The advertiser/operator can reply to any of the users to engage them.
3. Text-4-content: advertisers can setup content which can be retrieved by their audience by texting certain keywords.
4. Fully Customised Applications: 411sms mobile APIs allows us to create customised applications to meet the needs/creativity of any advertiser's campaign. Our goal is to create a conducive atmosphere for both the advertiser and mobile user to interact.

Please visit [www.411sms.com/adtools](http://www.411sms.com/adtools)

### Mobile Search Advertising

Mobile search is fast becoming the easiest and cheapest way to find businesses while on the go. With the prices of dialing 411 being so high and the increase of price-sensitive text messaging users, text message search by 411sms is rapidly becoming the standard. Its easy, cellphone users send a text message containing their search (ex. *dodge dealership in oakland ca*) to the shortcode US411 (87411) and receive location and phone numbers for businesses that match the query.

### How can I make my business appear in the top 3?

With 411sms TextAd tool, advertisers/businesses tweak their keywords to ensure their business comes up with higher ranking. This is very important when users are searching generic keywords like "car dealers". In the mobile space, the first results returned are usually the ones called, so it is to the advertisers advantage to ensure that their accounts reflect the right keywords. Please visit [www.411sms.com/textad](http://www.411sms.com/textad)

Contact Information:

email: [advertisers@411sms.com](mailto:advertisers@411sms.com)

Tel: 3108468720

