

## **SYNERGIZE IT PRODUCTS FOR EVENT PROMOTION**

Synergize IT's portfolio of products enables a quick and hugely innovative way of building a captive customer base whom you can market to at the click of a button. No longer will you struggle to promote events – this pioneering software will empower you to target people on your list to promote future events, offer discounts, carry out market research and more.

Such direct functionality will enhance your brand and generate solid-as-rock customer loyalty. This affordable mobile marketing solution is the way of the future and if your competition haven't yet adopted it, they will soon. So here's your opportunity to get one step ahead.

Using our service you can quickly build a customisable database of contacts that you can then target with news, information and offers. The service is incredibly simple to use – simply log in to your account on our website, type your message and click send.

### **SCENARIO:**

You have organised an up and coming boy band to play in their local concert venue. The press are present and there is a great opportunity to create some publicity for the band. But the crowd are quiet.

### **SOLUTION:**

Using Mobile Email and Mobile Converse, send a text message to all the girls on the list, saying that the first ten to reply with your keyword will get the opportunity to dance on stage with the band.

Use Mobile Content to send promotional messages in a new innovative way in order to get people into the venue:



**OTHER FEATURES/USES:**

- Encourage subscription to your service where users will receive exclusive updates on tour dates, event news and more
- Generate lists depending on demographics
- Analyse opt-in times and dates to see what aspect of your marketing plan were most effective, providing valuable information for future mobile marketing
- Produce automated responses
- Promote last minute/slow-selling events in minutes
- Build a mobile database for future communications and promotions