

SYNERGIZE IT PRODUCTS FOR RETAIL

Synergize IT's portfolio of products enables effective ways of building a captive customer base whom you can market to at the click of a button. No longer will you struggle to promote special offers – the software will enable you to target people on your list to promote events, offer discounts, carry out market research and more.

SCENARIO:

You have end of season stock that you need to quickly sell in order to create space for a new line coming through.

SOLUTION:

Mobile Voucher can be used to distribute redeemable vouchers to targeted customers. These vouchers may be promotional codes tracked at the point of sale or actual redeemable vouchers which may only be used a number of times.

Use Mobile Content to send vouchers with visual impact in a new innovative way:



OTHER FEATURES/USES:

- Encourage subscription to your retail outlet where users will receive exclusive vouchers, promotions and more
- Generate lists depending on demographics
- Engage with your customers with mobile competitions and polls
- 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