

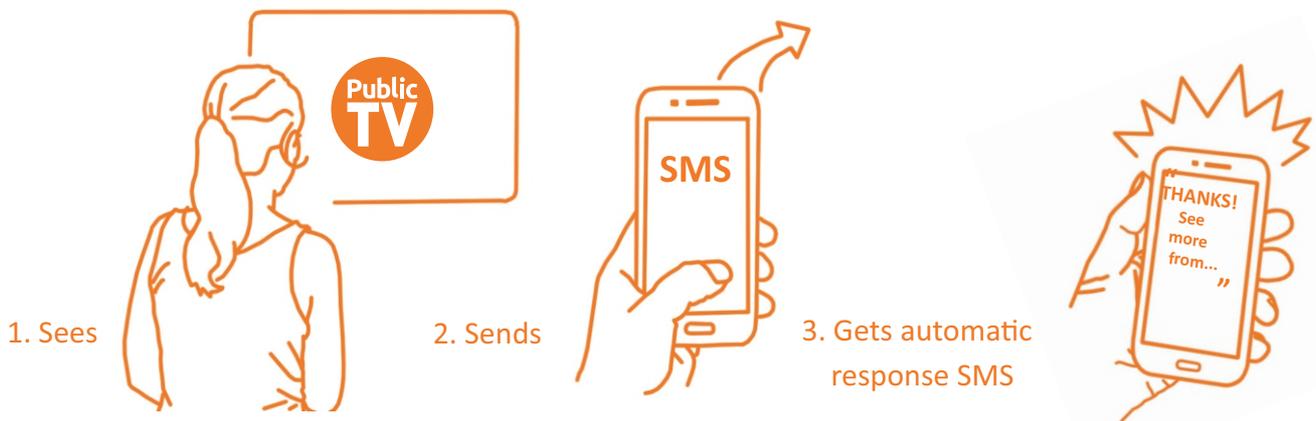
SMS SOLUTIONS

- SMS solutions are a great way to differentiate from ordinary ads and to get higher engagement.
- The sender of an SMS lets you know that he/she is interested in your product or service.
- The sender is activated in the needed way instantaneously. Later it is possible to send repeated offers to the same people or to invite them to participate in the next campaigns.

HOW DOES IT WORK?

All the solution types start in the same way.

1. The customer sees the ad video;
2. He/she reacts to it by sending an SMS with a client's chosen keyword;



3. He/she gets the automatic reply-message. From there on, the process changes by the type:

SMS CONSUMER GAMES & LOTTERY

Objective: Achieving brand or product uplift; introducing new products (ie. giving out free testers through public transport);

Suggested campaign time: minimum of 2 weeks

Prize for the consumer: monthly, weekly, daily – according to the need or the campaign idea.

• Reply-message:

- „Congrats, you have won XYZ! To receive your prize, please contact #####“;
 - „Unfortunately no luck this time... Do try again! :)“
 - In case of larger prizes: „You are a participant in the draw! Winners are announced every Sunday! See more from: www.cherry.ee“
 - For a longer game: „No luck this time, but here is a consolation prize – using a discount code SMS### all purchases -30% off! Hurry, the offer is good only until the inventory lasts!“
- In any case, in the SMS there will be a possibility to convert the player to the web via a hyperlink!
 - For longer term game, when the new game begins a message „Try your luck again!“ can be sent.

SMS ACTIVATION

Objective: onboarding new customers; collecting data; registering interest etc

Suggested campaign length: minimum of 2 weeks

Suggested: set a prize to motivate the public (the activation thus contains a lottery element)

- **Versions of reply messages:**

- „Thanks for taking part! Also download the app: www.cherry.ee!“
- „We are happy about your interest! Register here: www.cherry.ee!“
- „You are interested in our e-store! Cool! Please register here: www.cherry.ee!“
- „Thanks for participation interest in our query! You can fill it here: www.cherry.ee!“

- **All clicks from the phone are monitored and provide measurable conversion.**

SMS QUERY

Objective: to collect feedback or customer insights about your products/services; market research etc

Suggested campaign length: minimum of 2 weeks (depending on the nature and length of the questionnaire)

Suggested: set a prize to motivate people to participate

- **Example reply message:**

- „Thanks! The query takes only # minutes! After sending an answer, you will get the next question. The final SMS you receive will have a discount code in the value of ###€! 1/5. Begin? Y/N?“

- **It is possible to send a link to a chosen landing page, a coupon code etc with the last SMS. SMS can act as a coupon on its own because it is received from a unique short number.**

SMS TRIVIA QUIZ

Objective: engage the public with your brand; make the consumer communicate to the brand and research more about its depth/width (including the values and explanations of more complicated products); familiarize the consumer with your web page; measure the engagement.

Suggested campaign length: minimum of 4 weeks.

Suggested: There should be at least couple dozens of questions.

- **Reply message:**

- „Welcome to the quiz of BRAND! You need to answer correctly to ## questions. right answer earns you the next question; wrong answer = game over! Begin – Y/N?“
- Then the player gets 10 to 20 questions depending on the campaign.
- In the end, winners: „You have successfully passed the quiz. Great job! Contact info@cherry.ee to agree on the handover place and time!“
- Wrong answer message: „That was not the right answer. Game over :(To start over, reply with the keyword „XYZ“

- **The questions are made up by the client, since they know their product/service the best!**
- **The prize depends on the size of the campaign: either many winners and inexpensive prizes or with a few quite valuable prizes.**