

## Private Label Reseller Agreement.

COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_ Street Address: \_\_\_\_\_

CITY STATE ZIP \_\_\_\_\_ EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

DOMAIN NAME For Reseller Site: \_\_\_\_\_ Requested Email Account: \_\_\_\_\_

**WHEREAS**, Blastis provides online software and tools that allow our users to Enroll, Capture and Enter Mobile Phone Numbers into our Cloud Based System which then allows for the sending and receiving of Text Messages to Mobile Phones for the purposes of Alerts, Notifications, Messages, Communications, and promotional messages. This service consists of several tools such as a Plug In for any web site to allow for the joining and removal of phone numbers on Text Lists of our customers. All Data is hosted on the Blastis Servers and maintained and secured by Blastis. Blastis also creates and hosts Web Sites that allow for our Resellers to sell Web Site Services to their customers in addition to Text Marketing Services, Blastis also has a Live Chat Program that allows our Resellers to sell Live Chat Services to their customers.

**WHEREAS**, \_\_\_\_\_ further referred to as "COMPANY" desires to sell Blastis services to end users of Blastis software and services and

**WHEREAS**, Blastis and COMPANY agree that COMPANY will sell Blastis services under the following guidelines:

- All Services that Blastis provides for COMPANY will be presented as COMPANY products and Services.
- Blastis will create and host a Web Site for COMPANY that allows COMPANY to publish and market Blastis services to your Clients and Potential Clients under Your Own Brand
- You will be able to login As a Reseller to the Dashboard and view all your customers info that have signed up from your web site or other marketing efforts.
- We will host your web site and all your client web sites on an existing server (shared server) in our cloud based network and cloud servers
- You will be able to charge your own monthly fee and setup fees as you determine in your market, as well as have the ability to up-sell other products and services to your client base.
- You will be able to customize the Welcome email message sent at the creation of a new signup as well as other areas
- Blastis will invoice COMPANY for all live clients due on the 1<sup>st</sup> of every month COMPANY is responsible for billing and maintaining your own client base.
- Blastis will provide customer support and training for COMPANY customer service representatives. COMPANY will be responsible for their client customer support.

**Blastis' Responsibilities:** Blastis agree use commercially reasonable efforts to:

- 1) Provide quality product, to improve its technology, and make its services available for demonstration
- 2) To Support COMPANY in their efforts to secure potential clients as needed
- 3) To Provide COMPANY with a virtual number and the ability to Demo their products
- 4) To Provide COMPANY with customer support for COMPANY only, no end user support will be provided at any time by Blastis unless agreed to in advance by both parties

**COMPANY, INC . Responsibilities:** COMPANY agrees:

- 1) To use their best efforts to sell Blastis, product and services
- 2) To conduct themselves in an honest, professional manner at all times
- 3) To notify Blastis when clients or sites should be deleted or made live so that billing is correct
- 4) To pay Blastis invoices in a timely manner

**Waivers.** No waiver of any covenant, condition, or limitation herein contained shall be valid unless the same is made in writing and duly executed by the Party making the waiver. No waiver of any provision of this Agreement shall be deemed or shall continue a waiver of any other provision, whether or not similar. The failure or neglect of any Party on any occasion to enforce any provision of this Agreement shall not restrain or limit such Party from enforcing such provisions upon any other occasion or occasions, if such Party elects to do so, and no written waiver of any breach of this Agreement shall be deemed to be a continuing waiver of such breach unless so expressly stated. All remedies, rights, undertakings, and obligations hereunder shall be cumulative and none shall operate as a limitation or any other remedy, right, undertaking, or obligation hereunder.

**Built in Bulk SMS Text.** COMPANY and their clients are allowed to use the SMS Text Platform to send Bulk SMS to clients mobile phones, the phone numbers must be legitimate and entered through the Join Text Function on the Clients Web Site, COMPANY is not allowed to purchase random databases of phone numbers and send Bulk Text, this may result in substantial fines and penalties as determined by the FTC, COMPANY must also remove any phone numbers that complain or ask to be removed, COMPANY must display a REMOVE number from list function along with any SPAM text must reference the REPLY STOP message to let them know how to remove their phone number from any unwanted Text List.

**Force Majeure.** If any Party's performance under this Agreement is prevented, restricted, or interfered with by causes beyond its reasonable control including without limitation acts of God, fire, explosion, vandalism (up to 24 hours), power failure, cable cut, storm, or other similar occurrence, any law, order, or regulation, direction, action, or request of any governmental agency or by national emergency, insurrection, riot, war, strike, lockout, or work stoppage, or other labor difficulties, or supplier failure, shortage, breach or delay, then that Party shall be excused from such performance on a day-to-day basis to the extent of such restriction. Each Party agrees to use reasonable efforts under the circumstances to avoid or to remove such causes of non-performance and shall proceed to perform with reasonable dispatch whenever such causes are removed or cease. Absence of funds is not an excuse for non-performance.

**Adult Sites.** COMPANY is not allowed to engage, sell, host market or provide text services to any sites of a pornographic nature, a site of pornographic nature is any site in which nude images are displayed. Blastis will be the final authority on whether a site is of a pornographic nature.

**Bulk Email (Spam).** COMPANY is not allowed to send any form of mass email either through our system or in any system that directs users to either the COMPANY site or any sites built or managed by COMPANY. Bulk email is any email not requested on a one-to-one basis from a valid email address. Bulk email is considered spam regardless of any other name used such as: opt in, clean lists, group email, newsgroups etc.

**Built in Email Program.** COMPANY and their clients are allowed to use the built in email program to send emails to customers that either enter their email address in (join email list) or purchase a product (automatically join email list) or use the email a friend feature (captures both email addresses for use).

**Controlling Law.** This Agreement shall be interpreted under the laws of the State of California as applied to contracts entered into and to be performed entirely within that jurisdiction without regard to conflicts of law. Any inconsistencies or ambiguities shall not be interpreted for or against either Party.

**Disputes.** In the event of a dispute between COMPANY and Blastis, each Party agrees to attempt resolution through mediation with a panel member of Judicial Arbitration & Mediation Services/Endispute ("JAMS") in Newport Beach, CA in accordance with the then existing JAMS Rules of Practice and Procedure.

Absent favorable results, arbitration notice may be sent within Thirty (30) days of the request for mediation. The obligation to mediate shall also apply to claims for equitable relief. The prevailing party shall be entitled to attorney's fees from the non-prevailing party.

**Warranty and Indemnity.** Each of Blastis and COMPANY represents and warrants that it has full power and authority to enter into this Agreement and to grant the licenses provided herein, and that this Agreement has been duly authorized, executed and delivered by such party.

Each of Blastis and COMPANY represents and warrants that it owns, or has obtained all necessary rights to distribute and make available as specified in this Agreement, any and all information, service or content provided to the other party or made available to third parties in connection with this Agreement, including without limitation in the case of Blastis, the Branded System.

*Each of Blastis and COMPANY shall indemnify, defend and hold harmless the other party, its affiliates, officers, directors, employees, consultants and agents from any and all third party claims, liability, damages and/or costs (including, but not limited to, reasonable attorneys fees) arising from or relating to: (a) the breach of any warranty, representation or covenant by Blastis or COMPANY, as applicable, in this Agreement; or*

*(b) any claim that the Branded System or any information, service or content provided to COMPANY or Blastis, as applicable, or made available to third parties by Blastis or COMPANY, as applicable, in connection with this Agreement infringes or violates any third party's copyright, patent, trade secret, trademark, right of publicity or right of privacy or contains any defamatory content.*

*A party seeking indemnification under this section shall promptly notify the other party in writing of any and all such claims and shall reasonably cooperate with such other party in the defense and/or settlement thereof; provided that, if any settlement requires an affirmative obligation of, results in any ongoing liability to or prejudices or detrimentally impacts the indemnified party in any way and such obligation, liability, prejudice or impact can reasonably be expected to be material, then such settlement shall require the indemnified party's prior written consent (not to be unreasonably withheld or delayed) and the indemnified party may, at its sole cost and expense, have its own counsel in attendance at all proceedings and substantive negotiations relating to such claim.*

**Disruption in Service.** The Telephony System and the Internet are complex world-wide networks consisting of tens of thousands of connecting points and networks and possibilities for outages both in and beyond our control can occur. Blastis nor its resellers or affiliates or vendors will not be held liable for network outages nor damages resulting from network outages.

**Past Due Payments.** COMPANY agrees to pay all invoices within 30 days of receipt to avoid sites being deactivated for lack of payment. Should COMPANY not make a payment on any web site for longer than 60 days that site may be deactivated and/or deleted by Blastis.

**Entire Agreement:** This Agreement consists of the full and complete understanding of the Parties hereto pertaining to the subject matter contained in this Agreement. This primary Agreement supersedes any prior and subsequent understandings, proposals, representations, discussions, and/or agreements (oral or written), absent a reference therein of control superseding this specific Agreement.

**Counterparts:** This agreement may be signed in counterparts, each of which shall be deemed an original, but all of which taken together shall constitute one and the same agreement. An Email or A facsimile may be deemed an original for all purposes.

**Right & Power to Execute Agreement:** Each of the Parties hereto represents and warrants to the other that it has the right and power to enter into this Agreement and that the person signing this Agreement has been so authorized and instructed to execute this Agreement on said Party's behalf.

**Pricing is as follows:** The cost to take part in this Private Label Reseller program is \$100 one-time setup fee and \$100.00 per month Program Fee and hosting for your reseller site.

We will create your web site and host your web site and one domain name, email and reseller web site and provide for a Cloud Based Dashboard to Manage your Site, Monitor your Customers and Manage your Payments and Revenue.

**Monthly Hosting and Activation Fees are priced as per the below listed schedule:**

- Text Marketing System  
generated by Clients that Signup and Create an Account from your web site, Blastis handles all billing, you monitor, manage and support your clients, we support you. Blastis will PAY YOU 50% of all fees
- Mobile or Desktop web site activation fee \$ 50.00 per site  
Optional if we register domain name one-time fee \$ 10.00 per domain
- Desktop or Mobile Web Sites Hosting Fee \$ 5.00 per-site, per month

Each web site includes hosting of 1 Domain name and 5 email forwards

**Optional Service Charges:**

- Additional domain alias forwards \$ 5.00 per-site per month
- Custom Programming \$70.00 per hour
- Custom Design \$60.00 per hour
- Custom Banner (468x60) \$150.00 one time
- Domain Registration \$ 15.00 per year

**Agreed to and Accepted by:**

By: \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

David VanderVeer

Its: \_\_\_\_\_

Its: CEO

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**Payment Info:**

I will mail a check Payable to WebCreators C/O Blastis Corp to: WebCreators, Inc. 4283 Greenview Drive, El Dorado Hills, CA 95762

Or

I want to pay by Credit Card

Blastis agrees to setup your private label reseller account within 5 days and get you up and running live with your own domain name, live chat system and the ability to activate new clients. Both Blastis and the above named client agree to all terms and conditions regarding our reseller program.

## Credit Card Payment Form

Company Name \_\_\_\_\_ "Company"

On behalf of the company listed above, I hereby authorize Blastis Corp., to initiate debit entries to my Credit Card below. I acknowledge that the origination of the debit to my account must comply with applicable U.S. regulations. Company is responsible for payment on all Blastis services through this credit card. Services include but are not limited to: hosting, domain registration, custom programming, etc.

Visa     MasterCard     American Express

Credit Card #: \_\_\_\_\_ EXP. Date \_\_\_\_\_ 3 DIGIT CCV \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

The Company understands that invoiced amounts may vary and that any debit authorized herein will be based on invoices mailed to the Company by Blastis Inc. The debits will occur no earlier than 15 days after the date of the applicable invoice. Company is responsible for payment on all Blastis, Inc. services, pursuant to the contract terms.

I am authorized to obligate the Company to pay amounts due by means of the Credit Card identified herein:

Name \_\_\_\_\_ Signature \_\_\_\_\_

(Please print- Must be an authorized signer on account)

Please Email This Completed Form to: [Info@Blastis.com](mailto:Info@Blastis.com)

### **What's Included with your Reseller Program:**

We give you everything you need to start signing up clients for Cloud Based Text Marketing Services, web site design, web site hosting, mobile web site design and Live Web Chat.

1. A complete custom web site, built from an exact copy of the current [BestTextSolutions.com](http://BestTextSolutions.com) site or any of our other sites, but you are allowed to customize it to your liking, we will configure the site for you uploading your own logos or graphics.
2. Your choice of Domain name, you can pick one you like from our inventory of Great Names, or you can choose one yourself, we will register it and make it live for you.
3. Email and Web Site Configuration, we do it all for you!
4. Your own Live Web Chat, we will install it and get it working for you on your site
5. Your own Demo Virtual Number – so you can do demos for your clients
6. Your own Demo Web site! That's right! We give you a 2<sup>nd</sup> Web Site free! This site is where you will allow your clients to demo the system in LIVE MODE!
7. Training on how to user our consoles and configure new clients
8. Your own Signup Forms so your site visitors can sign up and pay on their own
9. Training on how to sell, how to look for niches in your marketplace and area
10. Ongoing Support for the Life of the Relationship! As long as you are in business we are supporting you!

Here is more info on Text Marketing and Why it's a great business to get into today.

## Facts and Features about the mobile industry:

The Following Mobile Marketing Statistics are impressive!

- In the United States there are more cell phone subscribers than the entire population. And the cell phone users list is growing every minute!
- According to Mobile Marketer, “as much as 70 percent of all mobile searches result in action within 1 hour.
- An average person takes at least 90 minutes to respond to an email, but it takes less than 90 seconds to respond to a text message. (Source: CTIA.org)
- Morgan Stanley reports that 91 percent of all US citizens are in the reach of their mobile devices 24/7.
- Mobile coupons are ten times more effective than the traditional coupons. People quickly notice them and respond in minutes. On the other hand print coupons hardly get noticed. Once you build a strong opt-in cell phone number list, the sky’s the limit.
- 70% of mobile users on your opt-in cell phone number list, after receiving the marketing text messages, take action within an hour whereas 70% online users (even if they have opted to receive promotional mails from you) may take action in as many as 30 days.
- According to Impiger Mobile, The average person has their cell phone within reach 14 hours a day.
- Singlepoint reveals that 90% of text messages are read less than 3 minutes from the time it is sent out.
- According to report of Google, 79% of smart phone users use their cell phone to collect the shopping information among which 74% ultimately purchase.
- Mobile Marketer reports that by utilizing MMS and SMS, companies can reach approximately 95 percent of cell phone subscribers on both smart phones as well as non-smart phones equally.
- It takes less than 68 minutes to report a lost phone; whereas, to report a lost wallet it takes no less than 26 hours for the average person. (Source: Unisys)
- According to mobile marketing association, in some countries, the number of mobile subscription is higher than the entire population.

- Another shocking but funny revelation made by Mobile Marketing Association Asia says, “there are 6.8 billion people on the planet out of which 5.1 billion own a mobile phone. But only 4.2 billion own a toothbrush.
- According to Borrell Associates, mobile coupons get 10 times the redemption rate of traditional coupons.
- Jupiter survey reports that there are more mobile phones on the planet than TVs and computer sets.

Who needs these mobile services? EVERYONE with a web site:

- Realtors
- Contractors
- Restaurants
- Small Business Owners
- Insurance Agents
- Travel Agents
- Auto Dealers
- Consultants
- Brokers
- Medical Professionals

Basically anyone with a web site that does not sit in front of their site all day will see big increases in their business by using Mobile Web Site, Mobile Chat, SMS Web Chat and SMS Text List Services.

Give us a call or text at 949.584.4397 or do a live chat with us, when you are ready to get started you can complete the signup form attached and email it to us at [Dave@Blastis.com](mailto:Dave@Blastis.com)

If you have questions you can text us, call us or chat with us from [www.Blastis.com](http://www.Blastis.com)





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## Blastis “How to Sell Guide”

One of the most commonly asked questions we get from Resellers and Potential Resellers is “How do I sell this product” so we have put together this information packet to get you started.

The first step to selling someone something is to convince them that they need it. Since we are selling Mobile Web Sites and Live Chat Support and Text Marketing Solutions, we all know that these are all products that every small business needs to grow their business and get the most out of their web site. The trick is how to reach the as many small business owners in order to get them to look at your product.

**Step 1** is to put your product in front of as many people as possible so that when people that see it inquire about your products, this is called a Lead, you need to generate Leads – leads are people that you know need this product – but how do you generate leads, there are many ways to generate leads and of course they vary based on either you spending more money or less money and putting in more work and being creative.

I have compiled a list of Lead Generation Tools that you will want to look into:

- Google Adwords, Pay Per Click or Pay Per Impression
- Yahoo Advertising
- Any High Volume web site banner or pay per click advertising
- Get a link on as many web sites as you can to drive traffic to your site
- Create a Facebook page for your business
- Create a Twitter account for your business
- Create an Instagram account for your business
- Give something of value away for free when people agree to receive text marketing messages
- Join Linked in for your business
- Put an Infomercial on TV
- Put a TV Commercial 30 second or 1 minute
- Radio Advertising 30 second or 1 minute
- Billboard on busy highway
- Newspaper Ad in high volume newspaper
- Classified Ad in high volume newspaper
- Ad in Trade Magazine that are specific to a certain trade like Real Estate Agents or Contractors
- Press Release, this is where you pay to have a Press Release sent out announcing your business
- Retail Location – get a storefront in a busy area and offer your services directly via foot traffic
- Blogs – write stories about how small business needs your services
- Door to Door – Walk into businesses and offer your services
- Flyers – Put flyers on doors of businesses in business parks and other high traffic business areas
- Trade Shows – Go to a trade show for specific industries and offer your products to them there
- Email – Send emails to businesses that you know of search Google and Yahoo and other search engines
- Text – Send text to all the businesses that you can get their mobile phone numbers
- Join the Chamber of Commerce in your area, this will give you access to all the businesses in your area
- Join the Chamber of Commerce outside of your area – this gives you access to their businesses
- Search online malls for large numbers of small business web sites, then market to them directly via phone, text and email there are many out there such as: [www.pennysaverusa.com](http://www.pennysaverusa.com)
- Listen to the radio, when you hear businesses advertising, call them and offer your services
- Read the newspapers in your area, contact all the businesses that are advertising and offer your services



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- Get yourself featured on the Internet or TV News or interesting story's about your business
- Sponsor Youth Sports or High School sports teams
- Sponsor seminars where people can learn how to Send Text Marketing to grow their business
- GET CREATIVE

## **Engage Your Customers, Capture their Cell Phone Number and build a list!**

### **The Following are some important strategies that encourage customers' interaction:**

**1.** Give your cell phone customers exactly what they want Lately, HubSpot made a surprising revelation. It reported that over 40% percent of Smartphone users in USA and about 54% in the UK and Germany compare prices and read product reviews on their mobile device whilst visiting a store. It clearly indicates that it was time you optimized your website for mobile users and made sure that the information such as your store's physical location, contact details, office hours etc. were well placed so the your visitors could easily find them. If a cell phone subscriber fails to find key information, he or she might click on your website but then make purchase somewhere else. Make sure you make the optimum use of your cell phone number list and provide your customers with what they want.

**2.** Make your email messages cell phone-friendly

With a growing trend of people accessing email on their cell phone devices, you need to make sure your emails are delivered and opened without any trouble. Keep your email design as simple as possible and place the small subject line up in the mail followed by the Call To Action link and social sharing option such as twitter, LinkedIn and Facebook page buttons. Prior to broadcasting your message on your cell phone number list, make sure you test it on several cell phone devices.

**3.** Work on your fan base Almost everybody on your cell phone number list has direct access to Facebook, Twitter, LinkedIn, FourSquare etc. Your task is to encourage them to connect with you in the social media sphere and have their say. This is the most effective way of expanding your social visibility as well as winning customers' loyalty.

**4.** Invite List Sign-ups: Use Quick-Response Codes and Text Messages If a cell phone user on your list signs up via text messages or quick response code, it is your responsibility to make them feel special. There are a plenty of things that you can do: You can offer them a savings coupon, a membership or a scratch or card etc. Let your subscribers feel special. This will help you build up a strong opt-in cell phone number list. This will also prevent you from manually entering email addresses in your database and wasting hours deciphering handwriting on sign-up sheets.

**5.** Make best use of social networking sites such as FourSquare and Gowalla If you are to organize an event, seminar or party, take advantage of several location-based, product review sites with added social networking features. These sites will help you accumulate information about your customers' purchasing behavior and how often they visit you and your competitors' stores. These websites let customers share their experiences with their friends and acquaintances. Any attractive offer or exclusive shopping experience will encourage them to visit you more often.

**6.** Persuade your customers to write reviews about your products and services A number of studies have concluded that people read



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reviews and feedback about the product and share experience among their friends and relatives. Just a couple of positive reviews and recommendations can add feathers to your hat! Therefore, make sure your customers on the cell phone number list are encouraged to write reviews about your products or services. You can guide them to visit websites such as Google Places, FourSquare, Facebook Page, Yelp, and TripAdvisor.

### **Why Mobile Marketing; and why you need to build a mobile phone number list?**

Prior to delving into why mobile marketing is important in today's rapidly evolving advertising world, we better begin by understanding what mobile marketing is all about.

In a layman's term it is all about reaching and communicating with consumers via cellular or mobile devices such as a cell phone, tablet, notebook and Smartphone. In broader terms it involves any marketing or promotional activity in which users read your messages, pick up calls; or are encouraged to visit your mobile website or store.

The following statistics, released by Microsoft Tag in July 2016, say it all on why mobile marketing should be taken seriously:

- \*Globally, there are approximately 6.3 billion mobile subscribers across the world which is close to 77 percent of the entire population. Out of which over a 2.10 billion are Smartphone users and the mobile phone number list is rapidly growing by every passing moment.
- \*Approx 4.5 billion mobile phones are SMS enabled and is regularly accessed by companies, NGOs, educational institutions for marketing and promotional activities. Today companies are ready to shell millions on making a reliable opt-in mobile phone list.
- \*Mobile Internet users will overtake desktop internet users by the mid 2016. As of 2015, over 50 percent local searches are made from a mobile device.
- \*About a billion Smartphone users access internet everyday which is expected to double in less than four years.
- \*A growing number of internet users are turning into mobile-only users. Such users have either stopped using desktop computer, laptop or tablet or rarely use them. In the US alone, about 25 internet users are mobile-only users.
- \*By the end of 2015, as much as 85 percent on new handsets will be mobile web enabled.
- \*SMS is still the best way to reach out the audience! As many as 8 trillion text messages will be exchanged in the year 2015. On the other hand, mobile email is increasing at about 10 percent every month.
- \*Annual mobile phone ad spend is expected to cross \$4.3 billion US dollars in the year 2015 and is likely to cross \$20 billion mark in 2016.



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- \*One out of five mobile phone subscriber has regular access to 3G
- \*Application to Person SMS (automated SMSs sent from server) is expected to overtake person to person SMS in less than 5 years from now. The survey also suggests that people like receiving automated SMS alerts from banks, local retailers etc.
- \* In the UK and France, companies are spending more money on building mobile phone number list than any other form of direct marketing. In Germany, web ads are getting the highest ROI.
- \*Apart from making call, a growing number of people are using mobile for obtaining information, accessing weather reports, social networking, playing games and searching products. The US consumers prefer mobile browsers over web browsers for local info, news, video, banking, travel, shopping, sports and blogs.
- \*In the US, mobile searches have [quadrupled](#) in the last year. Moreover, for many items, one in seven searches is now mobile.
- \*As much as 71 percent Smartphone users who watch TV, reads print newspaper or magazine, do a mobile search.

In the US alone, there are approximately 280 million Smartphone subscribers out of which about a 100 million subscribers are accessing mobile websites spending hours browsing internet and doing every bit of what you do on a desktop or laptop. It clearly means there is a huge market to deliver your message in the matter of second. If you are not utilizing mobile marketing and focusing on building up **mobile phone number list**, you are certainly missing out on a lot.

In addition, mobile marketing doesn't cost much to start and operate and it is highly profitable. All you need to have is a reliable **mobile phone number list**, a well thought-out plan and proper execution.

In today's highly competitive world, there is no room for error. A business runs on advertisement and you'd certainly not like to give your competitors an edge. Every effective marketing tool has to be utilized and mobile marketing is one of those. Mobile advertising is the next biggest marketing giant you need to utilize its awesome characteristics.

### **How does mobile marketing work?**

Mobile marketing, by far, is the most effective and fastest growing marketing strategy to promote businesses, products and services. It is also the most effective tool to create awareness about a brand and communicate with consumers. In the US alone, over 85 percent people receive message alerts from banks, railways, airlines, hotels, dentists and doctors. Whether you own a local utility shop, a restaurant, a night club or run an NGO, people like receiving updates, offers and messages on their mobile phones.

Compared to other forms of advertising such as print, radio and television, mobile marketing is inexpensive, much faster and personal. People might not carry their desktop or laptop wherever they go but never forget to carry mobile phone. Mobile phones are as essential



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as purse or wallet and the car or bike keys. In recent months, a growing number of companies have acknowledged its effectiveness and are keen on growing their **mobile phone number list**.

Following is a three-step process on how mobile marketing works:

**Step 1:** Include mobile marketing (**mobile phone number list**) to your existing marketing campaigns.

**Step 2:** Work hard and convert your prospects into mobile subscribers

**Step 3:** Start using text messaging, mobile email campaigns to your mobile subscribers. Providing them with value for money services, coupons, updates information etc. and allow them to have their say on your products and services.

However, you should be very careful about your prospects and make sure they don't feel offended by your frequent messages. Like other advertising methods, mobile marketing has certain limitations. You should not expect that every member you text messages to would be lining up at your place. At the end of the day what matters is how you deal with your customers and the service you provide. Once you have a strong customer base, you'll see how your business skyrockets.