



1. INTRODUCTION	3
1.1. WHAT IS SMS?	3
1.2. WHERE DOES SMS FIT IN?	3
2. MARKETING MESSAGES	4
2.1. MAKING MARKETING WORK:	4
2.2. CONTENT IS CRITICAL	4
2.3. CLIENT DATABASES	5
3. SMS FEATURES	6
3.1. SENDER ID BRANDING	6
3.2. FLASH SMS.....	6
3.3. UNICODE CHARACTERS (MULTILINGUAL SUPPORT)	6
4. THE GOLDEN RULES	7
4.1. THE GOLDEN RULES:	7
4.1.1. PERMISSION BASED MARKETING ONLY	7
4.1.2. CUSTOMISE, PERSONALISE AND GIVE PEOPLE WHAT THEY WANT:	7
4.2. MEASURE	8
5. SUMMARY	9
6. PRODUCT SUITE	9
6.1. SMS GATEWAY CONNECTIONS.....	9
6.1.1. CLICKATELL SMS GATEWAY INTEGRATION	9
6.2. BULK SMS TOOLS.....	9
6.2.1. CLICKATELL COMMUNICATOR	9
6.2.2. FTP UPLOAD.....	10
6.2.3. E-MAIL TO SMS	10
6.2.4. CLICKATELL MESSENGER-PRO	11
6.3. WEB SITE SOLUTIONS.....	11
6.3.1. CLICKATELL COMMUNITY BUILDER	11
6.3.2. CLICKATELL CUSTOMXPRESS	12
6.3.3. CLICKA!ERT	12
6.4. DESKTOP SMS SOFTWARE	12
6.4.1. CLICKATELL MESSENGER-PRO	12
6.4.1. CLICKATELL MOBIMAIL	13
7. CONTACT DETAILS:	14

A guide to Marketing Communications through SMS (Short Message Service)

"Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create and maintain relationships that will satisfy individual and organizational objectives."

-Contemporary Marketing Wired (1998) by Boone and Kurtz.

1. INTRODUCTION

1.1. What is SMS?

SMS refers to "Short Message Service" and involves the delivery of text messages to mobile handsets. SMS is a general name for the technology that enables users to send and receive text messages via mobile phones.

Currently, SMS has an extremely high consumer usage, but a low business adoption. In other words, while billions of SMS messages are delivered between individual consumers each month, the use of SMS as a part of business and marketing strategies is (relatively) low.

But this relatively low business usage is changing rapidly, with more and more organisations realising the benefits of SMS, and using it as a new media within their traditional marketing communications strategies. The reason for this increase in business usage is clear - SMS is an extremely cost-effective, high-response-rate vehicle, which can help to acquire and retain consumers, sell and promote products, drive loyalty, and reinforce branding efforts

Standard communications mediums available to marketers and advertisers are usually rated on three factors: Reach, Cost and Effectiveness / Retention

Medium	Reach	Cost	Retention
Television	One of the Highest	Very High	Good
Radio	Medium	Medium	Poor
Internet [Banners]	High	Medium	Dropping
Email	High	Extremely Low	Extremely Low
Print Media	Low	High	High
Billboard / POS / POP	Medium	Medium	Medium
Moving Media	Medium	High	Medium
Telephone	Medium	High	Medium
Fax	Low	Medium	Low
Standard Mailers	High	High	Medium
Personal Interaction	Low	High	High

As a new medium available, SMS has the following characteristics:			
SMS	High Reach	Low Cost	High Retention

1.2. Where does SMS fit in?

WAP, 3G, GPRS and other wireless protocols have been touted as the next big thing for quite some time, and none have truly materialised. SMS on the other hand, has grown of itself into a worldwide phenomenon. As marketing professionals, CRM specialists and business people there is a great opportunity to harness this medium and be able to serve our customers better as a result. Improved client services, communications and value delivery will in turn result in greater returns and business success.

Given that SMS has an extremely personal nature (not unlike email), we firstly have to ensure that we treat the medium with the appropriate level of respect. And, since it seems that SMS is being hailed as the best thing since sliced bread - well, that's if the usage and adoption rates are to be believed anyway - how do we go about using this new channel, without making the mistakes

that we did with email and using the lessons learned with other traditional media? Later on in this article we will review some basic rules and steps for efficient SMS usage.

2. MARKETING MESSAGES

2.1. Making Marketing Work:

As a starting point, there are three key goals that all marketing should strive to achieve, in order for it to be considered successful:

- It should generate more new clients in new markets,
- More business should be generated from existing clients, or
- Gross profit margins must be improved

The marketing message that you deliver will be determined by the goal in mind. For example, the way in which one communicates as well as the message communicated, when trying to find and create new clients, will be very different from a message sent to existing clients to stimulate additional business.

Although succeeding to achieve all three simultaneously is advantageous, trying to do this will most probably blur the message that you send out. For this reason it is vital for the goal of the 'campaign' to be **clearly understood** before the message or medium are established.

With SMS, the situation is no different. Before designing an advertising or marketing campaign using SMS we need to consider:

- **Who is the message addressed to?**
[New clients and markets, or existing customers?]
- **What response is required?**
[Is there an action that we want customers to perform?]
- **What is the message?**
[What is the gist of the message that you want to carry across?]

2.2. Content is Critical

Regardless of your chosen media, the content that you deliver is vital to your success. It doesn't matter whether you are delivering a full multimedia boardroom presentation, a newspaper commercial or an SMS - if your message is not clear, your goal will not be achieved.

Bigger is also not necessarily better. Yes, the larger the medium the more likely your audience may be to see it. But your aim is not merely for a message to be seen. The message must also be understood, remembered and acted upon. SMS places an interesting challenge on us in this respect. With a limitation of only 160 characters, we are forced to think very clearly about how we are going to phrase our message.

There are also occasionally restrictions on the special characters that some networks and systems support. For example, when sending Unicode characters most providers will limit the characters to 69.

160 Characters is not a lot of space to write a message - this sentence is itself 196 characters in length - so you will need to be economical with the wording that you choose for your messaging. Be sure that the message which you write is clear and to the point. If there is a call to action, then this should be kept simple and concise.

Although the number of characters is limited to 160, it is possible to spread a single message across multiple messages. In other words, you could deliver a 320-character message, which would simply arrive as two messages. This is done through a process called concatenation. The majority of Clickatell's products support Concatenation, either by default, or as a preference.

It should be pointed out here, though, that although concatenation is possible, it is not always advisable. It enables one to write far longer messages, but for the recipient there may be an inconvenience in reading two messages (which arrive as two separate SMS messages), where one would have been possible.

This all means that we can no longer have long winded product descriptions, or large images to lend support to our messages. We need to be more creative in our thinking and descriptions. Thankfully, the culture of personal SMS usage has lent us some help, in the form of generally accepted abbreviations. These help us to create longer messages without the use of the full words. Some examples of accepted abbreviates are:

Late	L8	Thank you	THNQ / tx
Later	L8R	Are you OK?	RUOK?
Love	LUV	Are	R
Great	GR8	Rate	R8
For Your Info	FYI	Ate	8
Today	2Day	Be	B
Tomorrow	2Morrow	Before	B4
Date	D8	To/too	2
Easy	EZ	For	4
Mate	M8	To be	2B
See You	CU	Cutie	QT
See You Later	CU L8R	Excellent	XLNT
Please	PLS	Want to	WAN2
Speak	SPK	Fate	F8
Thanks	THX	What	WOT
Work	WRK	Happy	:-)
Why	Y	Sad	:-(
You	U	Laughing	:-D

2.3. Client Databases

One of the benefits of SMS as a marketing tool is that it does not always require you to possess a customer database or client list in order to benefit. Without a database of your own, using Clickatell's solutions you can enable any web site so that site visitors can send SMS messages and spread your brand. This is a great starting point for using SMS as a marketing tool, which requires no prior database.

Of course, with your own database there is virtually nothing that cannot be done.

Also, for those without their own recipient databases, Clickatell has created Clickatell Community Builder to assist with database creation, maintenance and messaging. More details on the workings of Community Builder can be found at the bottom of this document.

3. SMS FEATURES

3.1. Sender ID Branding

Few global providers currently offer the ability to brand the sender ID field of each outgoing message. This means that the space on each message, usually reserved for the mobile number of the originating mobile phone, can be replaced with the name or brand of the company sending the message. This is not possible on all networks.

Using the Sender ID Branding feature means that there is inevitably more space for text in the body of the message. Since you do not have to include the message sender in the body text, this leaves more room for the important content.

The Sender ID branding is also a helpful branding tool, which adds credibility and status to the message when it is received, through source validation. Even without the sender ID, identity is extremely important! You should always try to include some sort of contact form or identifier (such as a contact number, company name etc.) in the body of the text message.

Although this service is available to all Clickatell clients at no extra charge, it must be noted that not all networks, and not all mobile phones support this. If a message is delivered with the Sender ID branded, to a phone or network that does not support this feature, then the message will arrive with a number in place of the name or brand.

3.2. Flash SMS

Flash SMS is a specialised SMS feature which enables a standard text SMS to be delivered directly to the screen of the mobile device. In other words, instead of the SMS message being delivered to the inbox of the mobile phone, it appears directly on the screen automatically. This way, it can make the SMS less intrusive or disruptive than normal.

Since it can take a few seconds for a recipient of a message to browse to that message in a mobile phone's inbox, this is a powerful SMS protocol for important messages that do not need to be stored - but should be read quickly. The recipient is, with most handsets, able to save any flash SMS by selecting that option once the message has been read.

3.3. Unicode Characters (Multilingual Support)

SMS is a global system, and as such is designed according to standard, which supports global communications. This includes the ability for mobile phones to support multiple languages.

To assist with the transfer of languages (each with their own alphabets) in different countries and between different systems, a standard called Unicode was developed. Unicode is an alternative representation of all alphabetic characters into four digit codes, which are then interpretable on other systems.

Using Unicode, a message can be delivered through the Clickatell system in any language, including Chinese, Greek, Arabic, Russian etc. etc. and displayed on the handset in that language. However, for the message to appear in the correct language on the recipient mobile handset, that handset will need to support that language.

4. THE GOLDEN RULES

4.1. The Golden Rules:

- *Permission Based Marketing Only*
- *Customise, Personalise and Give People What they want*

4.1.1. Permission based marketing only

Email is personal.

SMS is more personal.

Although an email reaches the individual directly, is cheap, convenient and fast - this is where the similarities between email and SMS come to an end.

Mobile phones do not have "Spam filters", and as a result, it is virtually impossible for recipients to stop receiving messages - even if they do know who the sender is. The deletion process for an SMS is also longer and more tedious than for an email.

People are therefore far more conscious of unwanted SMS messages than they are of traditional email Spam. It is Clickatell's strongest recommendation that anyone engaging in any type of SMS marketing ensures that tacit permission has been given by the recipient to receive information.

Sending unwanted messages to the mobile phones of your users will be extremely damaging to your brand. SMS is only less intrusive than other media when it's permission based, relevant and meaningful.

Take the high road with permission and privacy - it'll pay off!

To ensure that you use SMS to its full potential, you should practice permission-based marketing by following these simple guidelines:

1. Offer your existing and prospective customers an incentive for volunteering to become part of your database.
2. Ensure that the information passed to the customer increases in value over time (for the customer).
3. Constantly reinforce the incentive using new info from the customer (create a dialogue, not monologue)
4. Increase the level of permission - more reward to the customer for more information!
5. Turn the permission you have into a profitable situation for yourselves and your clients!

If you apply these five rules (which are really applicable to any permission based marketing campaign), then you are bound to find success with your SMS campaigns!

4.1.2. Customise, personalise and give people what they want:

Any meaningful and enduring marketing relationship is built on relevance for the end user. Value needs to be carried from the communicator to the recipient for the message to result in return value for the sender. It is therefore imperative that the message be personalised and customised as much as possible.

If you travel from one city to another regularly, a note advertising reduced fares between those cities will definitely rouse your attention. And yet there are many companies and web services, which do not pay attention to purchase histories, and will simply send generic messages to their client bases. So, instead of receiving some pertinent information that relates directly to them, the client receives a message that may be of no use at all.

Customising the message does not only lie within the content of the message itself, but consideration should also be made for the geography, time zone, culture, understanding of technologies etc. etc.

Since you're dealing with people, on a one to one basis, a mass communications style will not be enough. Clickatell's tools have been designed with this in mind. The ability to customise each message delivered within a mass communication has been built into Clickatell's bulk SMS facility (Clickatell Communicator).

Using a simple interface, each message delivered through Clickatell Communicator can be merged to include up to five variables. Starting with an excel spreadsheet containing the recipients mobile numbers, and up to 5 additional variables (such as name, surname, title etc.), the user is able to upload their database directly into their Communicator Account.

Once uploaded, the client can write a single message, and deliver it to all (or some) of the recipients in the database, and populate it with the variables. For example, if the user uploads a spreadsheet with mobile numbers, names, and account balances, they would be able to send, in one action, a message to every person in the database with their names and account balances included.

A message written as:

Hi #Variable 1#, your account balance is #Variable 2#, etc. etc.

Would become:

Hi Fred, your account balance is \$123, etc. etc.

4.2. Measure

Being able to gauge the success of any marketing campaign is critical. In order to measure any campaign, there are four basic steps that should be followed:

- **Set your objectives**
[What are you trying to achieve with the campaign?]
- **Determine the measurement criteria**
[Will this be sales, responses, calls received etc.]
- **Decide on a benchmark**
[How are you going to compare your success? - against prior campaigns, competition?]
- **Select the right measurement tools** to achieve what you have decided you need to achieve!

An effective method of tracking the response to a particular message or campaign is to include a text token within the message or some form of call to action. Recipients can then exchange or redeem the token or voucher in some way. Alternative forms of calls to action are providing a number and a prompt to call (IVR lines can add to revenue streams), prompts email, visit a store etc. etc.

For example, a night club might send a message via SMS to each of its patrons, informing them that showing this at the door will earn them free entry.

The one drawback of this mechanism is that SMS messages can be forwarded - which means that you would never know whether or not the messages shown at the door are the original ones which were sent out.

A solution to this particular problem is to send each recipient a unique number that may then be tied back to track which particular recipients respond to your messaging.

5. SUMMARY

Even though there are many new and more advanced technologies being released [GPRS, WAP, 3G etc.], SMS remains a major communications opportunity for all organisations.

Following fairly straight forward and common sense marketing practices, SMS will become a powerful part of any organisations marketing arsenal.

Clickatell's suite of products and services has been designed to make the use of SMS simple and easy, for anyone. The following is a brief guide to the products that we offer. We are sure that you will find the required solution for your needs with Clickatell!

6. PRODUCT SUITE

Depending on your requirements, some of the products below may be of immediate benefit to your business. All products can be accessed from the Internet (www.clickatell.com), but feel free to let us know if you have specific requirements.

6.1. SMS GATEWAY CONNECTIONS

6.1.1. Clickatell SMS Gateway Integration

Clickatell provides direct access to its core mobile data delivery platform and international SMS gateway through a series of API's (Application Programming Interface). Clickatell's SMS gateway API's allow developers to utilise generic skills in developing, integrating and deploying mobile data solutions. Clickatell's API's support several protocols, including SMPP, HTTP/s, SMTP (E-mail to SMS), FTP, XML, Com Object, etc. Easy to use instructions make all the features of the Clickatell offering available to application developers and corporate IT groups for SMS application building and legacy database integration. Sample code and comprehensive integration specification documents are provided for each protocol.

Solution

Many organisations have messaging requirements, as well as a need to integrate solutions with their existing databases and systems. For these clients, out-of-the-box solutions are not ideal. Clickatell has therefore opened its SMS gateway to organisations who simply wish to create their own messaging system, interface or environment. In this way, clients are able to SMS-enable any application or product, independent of the platform on which they choose to develop. This connection is extremely simple and can be done using generic skills, allowing the business to send high volume or single (triggered) mobile text messages to recipients.

Implementation

An ISP and web-hosting group uses Clickatell API in order to deliver triggered messages to their support and IT staff whenever their hosting environment becomes unstable. Should a web server collapse or develop errors, an SMS message is sent via the Internet to the Clickatell gateway and directly to the required personnel so that the problem can be resolved.

6.2. BULK SMS TOOLS

6.2.1. Clickatell Communicator

A web based (ASP), bulk messaging tool design to facilitate fast and effective personalised SMS messaging to existing client databases. This robust system is the first of its kind and incorporates mail merge capabilities to enable 5-factor message personalisation. Communicator incorporates a database management component, making SMS messaging to groups or individuals fast and effective.

Solution

SMS marketers, campaigners, debt collectors and Customer Relationship Management require the ability to broadcast multiple messages simultaneously. Although Clickatell Communicator also enables single messages to be delivered, its primary purpose is to make the task of bulk messaging fast and simple. An easy to use interface, combining data management, message creation and mail merging allows users to type a single message and broadcast it to many thousands of recipients, with each message being personalised for the recipient. The database can also be shared across multiple user environments.

Implementation

A *below-the-line* advertising agency uses Clickatell Communicator to deliver messages and other important content to the preferred customer database of a large alcohol brand. Using this tool has reduced their budget requirement and improved the response and turnaround times.

Other common users include night club owners, community organisations (social groups), promotions companies and SMS Marketing companies such as ActiveSMS. This tool is also used within businesses who have internal and external databases with whom they communicate on a regular basis.

6.2.2. FTP Upload

If you have large, ad-hoc volumes of messages that you would like to deliver, Clickatell's FTP Upload facility will assist you in doing this seamlessly. All you need is a list of destination numbers that you wish to deliver the message to, and you are able to upload a text file with all other details to Clickatell via FTP. Easy to use instructions make ad hoc bulk SMS delivery to global destination numbers simple.

Solution

Any SMS broadcast who requires the ability to broadcast multiple messages simultaneously. By far the simplest and fastest bulk tool available, FTP Access makes bulk messaging a pleasure. All files are retained in your personal Clickatell FTP folder, with log files for each batch sent, so that your records are kept up to date. It also means that campaigns can be re-used without much preparation.

Implementation

An SMS Marketing company which broadcast messages to recipients on behalf of retailers (the recipients are clients of the retailers), uses the FTP system because it provides them with an easy method of delivering to a database that changes regularly. The recipient list is exported as a text file, the account details and message are added to the file and it is simply dropped onto the FTP server for delivery.

6.2.3. E-Mail to SMS

Whether you are sending a single or thousands of messages, you can use Clickatell's e-mail to SMS gateway to deliver them by simply sending a specially formatted e-mail to our gateway.

Solution

Any email user who requires the ability to broadcast single or multiple messages. Alongside FTP Upload as one of the simplest and fastest bulk tool available, email to SMS has the added advantage of being usable from within virtually any email client.

Implementation

A web-marketing company who already send out bulk e-mail alerts to their clients have added SMS as an option for their clients to subscribe to. This is done with simple database integration on their web and database server, which spawns an e-mail which is sent to Clickatell and transformed into bulk SMS messages.

6.2.4. Clickatell Messenger-PRO

Clickatell Messenger-PRO is a desktop application designed to be installed on a single, or across multiple end-user machines. Comprising a database, Outlook address book integration and an SMS messaging interface, Messenger-PRO SMS-enables any PC. Also including a merge mechanism, this application is designed to facilitate both one-to-one and bulk messaging. This product can be distributed by Clickatell's distribution partners as a branded product.

Solution

When clients wish to deliver bulk or individual SMS messages, but would prefer to utilise a desktop application with local databases, rather than a web based tool, then Clickatell Messenger-PRO provides the ideal solution. For businesses that would prefer their staff to deliver SMS messages, rather than placing costly calls, an installation on each staff member's desktop will reduce costs and save time. All instances of Messenger-PRO can be linked to a single corporate account, or each user can make use of their own account. Derivative products of Messenger-PRO are sold through distribution networks within reseller channels.

Implementation

Ideal as a desktop messaging application, a large insurance firm will begin a pilot test across its staff before rolling out a full deployment to all internal staff. Messenger-PRO will help to reduce costs and unnecessary telephone calls. This tool is also used within smaller businesses that have internal and external recipients with whom they communicate on a regular basis, but who typically only need to receive short, time-critical information.

6.3. WEB SITE SOLUTIONS

6.3.1. Clickatell Community Builder

A sophisticated, multi purpose system for the creation of-, and messaging to-, client databases. Using Community Builder, any web site is able to capture their site visitors' details, manage it in a database or various databases and then communicate to targeted segments of that virtual community.

Customisable forms, which could be integrated into web sites through simple web-based integration, are used to build a database of web visitors and clients who request content delivery from the site. Whenever needed, the web owner may then access and manage the database and deliver SMS or high-speed email (Speedmail) messages to that database quickly and easily.

The built client database is housed on Clickatell's servers, and is accessible at any time via the web. When messaging to the database, the web owner may select the audience by choosing which of the data fields (for example age, gender, demographics or any of the custom-created fields) to use as selection parameters.

Solution

For many web sites and brick-and-mortar businesses with a web presence, the creation of a viable client database is an expensive and technical task, requiring the help of developers and hosting companies. Clickatell has made this process simple and easy for businesses with a requirement for a database and a means to communicate to them. By selecting the information that they would like to collect, and linking it to a fully branded system from their web pages, web sites are able to begin to create communities of customers who require specific content. They are also able to deliver SMS messages to that database at any time. Although this is a brand new product, Clickatell expects Community Builder to become its flagship product, due to its widespread appeal.

Implementation

A major telecommunications company used Clickatell Community Builder prior to launching, in order to build up market information and a potential sales leads database. Community Builder enabled the client to brand the web form according to their specifications, and deliver

messages to specific groups of individuals, targeted according to the demographic profile of the community members.

6.3.2. Clickatell CustomXpress

Clickatell CustomXpress enables any web site to offer a peer-to-peer SMS messaging interface to their site visitors. Through a template system, the interface can quickly and easily be tailored to suit the branding and look and feel of the host web site. Once the interface has been created, a web site or page can link seamlessly to Clickatell's SMS service so that clients and visitors can send one-to-one messages around the world. Each message carries the originating web site's tag line, URL or brand message, thereby enabling source-validated and viral marketing.

Solution

Many web sites would like to enable their visitors to send SMS messages in order to increase stickiness and build their brand virally. Being able to offer SMS messaging to web site visitors facilitates stickiness and enhances visitor loyalty, enabling the web site to apply the tool as a customer retention mechanism. In addition, the tag line or brand message which appears on the recipient's handset, helps to build brand awareness and thus becomes a powerful addition to conventional marketing tools. Additional real estate within the interface creates space for banners and promotional messages.

Implementation

Many web portals and web sites use CustomXpress to allow their visitors to send messages to their peers. With this tool, any web site can rival SMS-enabled sites easily and cost effectively, and ensure that their brand message is displayed (offline) on handsets as a source-validated brand tag.

6.3.3. Clicka!ert

Clicka!ert is an alert system designed to be incorporated into any web environment, allowing a site visitor to send an SMS to a predefined recipient (such as a sales rep, estate agent etc). An interface tailored by you to suit your web site's branding resides behind a response link on a web site, allowing any site visitor to send a customised message relating to specific content, together with their contact details, to your predefined number.

Solution

For many organisations, their web site is little more than a brochure. Clicka!ert helps to bridge the gap between an online presence and an offline business. This product is ideally suited for webmasters, sales people or any individual who is not always able to respond to an email. The traveling sales person would receive an SMS from a client visiting their web site, and be able to respond immediately.

Implementation

A major real estate agency uses Clicka!ert to put customers and realtors in contact with one another faster than usual. Prospective homeowners complete a short web contact form along side the home that they are interested in, and the realtor is then sent an SMS with those details. The Estate agent can then contact the prospect, armed with their details, as well as those of the house that they are interested in.

6.4. DESKTOP SMS SOFTWARE

6.4.1. Clickatell Messenger-PRO

Although widely used by businesses, Clickatell Messenger-PRO is a desktop SMS application designed to be installed on a single end-user machine, making it a great personal messaging solution. Comprising an address-book, Outlook address book integration, as well as a database integration facility (allowing import from other databases), this powerful tool SMS-enables any PC. Also included is a mail merge mechanism that is designed to facilitate both one-to-one and bulk messaging.

Solution

As a personal messaging medium, SMS has experienced accelerated growth over the past 3 years. This is not only apparent in the mobile-to-mobile market, but also increasingly in the web to mobile arena. Individual users have a requirement to send single or group messages to friends, colleagues and others using a desktop tool. Clickatell Messenger-PRO allows this at a fraction of the cost of a mobile originated SMS, and without the normal message typing constraints experienced on handsets.

Implementation

Within a work environment and at home, Messenger-PRO allows one to keep in touch with your friends and colleagues, while saving money and saving time!

6.4.1. Clickatell Mobimail

Clickatell Mobimail will seamlessly integrate into your Microsoft™ mail client and calendar, by adding a 'New Message' button (like the 'New Mail' button) to your e-mail package. By clicking this button you will be able to write a text message intended for a Mobile recipient, in exactly the same way as a standard e-mail! Clickatell Mobimail even uses your address book and stores a copy of the sent Messages in your 'Sent SMS' folder. Reminders can also be "mobilised" from Outlook to be sent to your mobile phone as an SMS!

Solution

Individual users who have a requirement to send single or group messages to friends, colleagues and others quickly from their Outlook or Outlook Express client can use this powerful plugin to send to their existing address book entries. SMS reminders are also sent to the mobile phone as an SMS for important meetings.

Implementation

When working in Outlook or Outlook Express is preferred at home or at the office, using Mobimail will ensure that you don't have to leave an environment to which you are used. This is the simplest way of sending a global SMS!

7. CONTACT DETAILS:

Phone: +27 21 948 7150
Fax: +27 21 948 7160
Web site: www.clickatell.com
E-Mail: support@clickatell.com
partners@clickatell.com
info@clickatell.com
sales@clickatell.com
marketing@clickatell.com

Author: Bruce Watermeyer
Project Manager
bruce@clickatell.com