

13TEXT

APPLIED MOBILE TECHNOLOGY



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**MAKE YOUR
ADVERTISING
MORE EFFECTIVE**

TXT isn't dead...

It's biggr thn evr b4

Think abt it, it's never been more a part
of our everyday lives

& it's here 2 stay...

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MAKE A DEEPER CONNECTION WITH YOUR CONSUMERS



Text2Talk leverages the way that today's tech-savvy consumers use their smart phones to make your advertising and over-the-phone sales far more effective.

If you're a marketer you'll love the fact that 13Text puts you in touch with your customers at the very moment they are most interested in finding out more about your product. Your sales team can "strike while the iron is hot" and convert enquiries to sales more easily.

Text2Talk is not a one-way text spamming campaign product. It uses customer-initiated text messages to start the sales conversation and trap EVERY single enquiry 24 x 7 x 365.

And, if campaign metrics are important to the way you run your business, you'll be pleased to hear Text2Talk offers powerful tracking and reporting so your marketing plans, offers and media buys can be optimized.

Now that's something we should talk about.

HOW Text2Talk™ TURNS ADS 2 SALES

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2. Interested in your product, the customer sends a text message to the mobile number you put in the advert quoting a keyword.



Text 'Jeronimo' to 0410 000 000 for a call back.

1. The customer sees your ad in any media. Direct Mail, TV ads, web site.



What the text?

Text2Talk makes use of the modern consumer's constant companion – the smart phone.

Consumers just love using them.

Far from a tired form of communication, 20 years after the first text message was sent, consumers are sending more than ever before – some 8 trillion per year.

The idea of getting in touch via text message is now natural. Text2Talk allows your organisation to leverage this behaviour.

3. In seconds, the Text2Talk application calls the customer and plays an automated message while connecting them to your call centre.



4. Your Operator is talking to your customer within moments. The sales conversation begins while the customer is still excited by your advertising.



5. Text2Talk strategic analysis tools let you examine the response your product and price offers and media choices in real time. You can then fine tune your media buys, offers and pitches.

