

goMobile

Mobile Engagement and Interaction tools

In the world of today, significant number of people own or they can easily get access to mobile devices making most of the strategically proactive managers to make the most of this media which is more cost effective and direct compared to other forms of advertising and marketing.

With an efficient mobile strategy, managers manage to increase brand loyalty and interaction through mobile integrated sales and marketing campaigns.

goMobile Platform offers you the full power in the mobile world with applications that are geared towards increasing awareness, brand interaction, and subscription.

Strategically proactive managers make the most of mobile devices in a more cost effective and targeted marketing compared to other forms of advertising and marketing.

goMobile offers maximum flexibility through its capability of being deployed with a short code or a long code depending on the client's objectives of either staying local or going cross-borders respectively.

The platform offers companies with a two-way seamless communication between their brand and the clients via their mobile phones. With this privilege, companies develop a deeper bond with their clients leading to brand loyalty.

goMobile platform has three main powerful applications

SMS Kura | Votes

SMS Kura is designed to handle voting and arrangement situation with people using mobile devices to make their favorite choice (s).

This application is suitable in competitions where by the audience are involved in choosing their best contestant.

SMS Maoni | Polls

SMS Maoni helps companies to receive feedback from their target audience regarding their services or products.

Effective utilization of SMS Maoni can help you shape your brand to meet your target audience expectations.

SMS Bahati | Lottery

SMS Bahati is a tool that handles situations where by selection (s) needs to be made from a group of items.

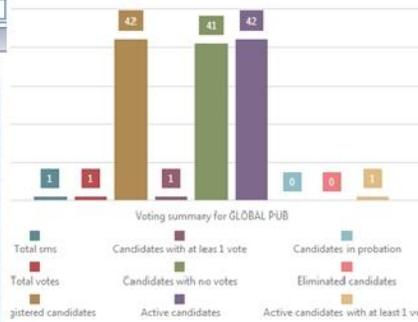
SMS Bahati fits in lottery/ raffle activities which can be incorporated within marketing/ sales campaigns.

The application-based reports produced by the platform offers companies an in-depth insight on the communication trends allowing room for quick decision-making, planning and forecast to be made accurately.

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SMS KURA VOTES			
Home	Report	Logout	
[GLOBAL PUB]			
		Unique Phonenumbers	Export
S/N	Candidate	Message	Time Arrived
1	JAB 05	mb5 05	04/07/2014 12:18
2	JAB 05	mb5 05	04/07/2014 08:54
3	JAB 05	mb55	04/07/2014 01:42
4	JAB 03	mb 03	03/07/2014 21:13
5	JAB 06	mb 06	03/07/2014 20:41
6	JAB 01	mb 01	03/07/2014 18:54
7	JAB 05	mb 05	03/07/2014 17:27
8	JAB 06	mb 06	03/07/2014 13:11
9	JAB 10	mb 10	03/07/2014 12:10
10	JAB 05	mb 05	03/07/2014 09:56
11	JAB 05	mb-05	03/07/2014 09:13
12	JAB 05	mb 05	02/07/2014 22:59
13	JAB 06	mb 06	02/07/2014 18:07
14	JAB 06	lucy mb 06	02/07/2014 18:05

Voting process descriptions graph



SMS MAONI POLLS			
Home	Report	Logout	
[CHAMPIONS]			
		Export	
S/N	Sender	Message	Time Arrived
1	+255784235923	champion marcelo	04/07/2014 17:01
2	+255767342418	champion! marcelo	04/07/2014 16:58
3	+255755564546	champion beki aliyejifunga ktk mechi ya brazil, beki wa kushoto...	04/07/2014 16:52
4	+255754274036	champion!, marcelo-brazil.	04/07/2014 16:48
5	+255753335453	champion marcelo	04/07/2014 16:47
6	+255754235923	champion marcelo	04/07/2014 16:47
7	+255684065091	champion! beki aliyejifunga katika mechi ya ufunguzi ni marcelo wa brazil	04/07/2014 16:45
8	+255768790265	champion! marcelo	04/07/2014 16:38
9	+255754530194	champion! marcelo	04/07/2014 16:36

goMobile platform can help your business to:

Easily understand the target market expectations

By engaging and continuously communicating with clients, companies can easily understand their exact expectations

Boost brand loyalty

Involving clients through trivia approaches such as quizzes can boost brand loyalty

Increase ROI

Making your clients feel part of the brand can increase the company's ROI

Cut in heavy advertising expenditure

With goMobile platform, companies are able to communicate with their actual targets (subscribers) and minimize the investments on general advertising and marketing approaches e.g. Billboards, Television.

Few Selected goMobile Clients:

- Maisha Plus
- Tanzania Top Model Agency
- TanTrade (SabaSaba Trade Show)
- Global Publishers

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