

## > Sector/Product Guide (Sports & Fitness)

**Incentivated is the leader in Text Messaging solutions and Mobile Marketing consultancy within the Sports & Fitness industry.**

### Sector Knowledge

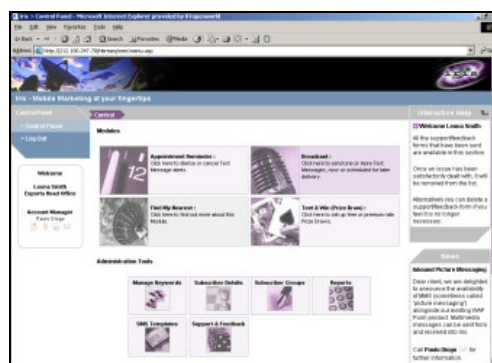
Incentivated's extensive experience in the Sports & Fitness sector, built up over 5 years, enables us to offer advice and online tools for use throughout sales and marketing journeys.

### Areas of Application

The Mobile Medium has been shown to be of value in the areas of Sales / Prospecting, Customer Relationship Management / Retention and Staff Communication. Clear and tangible results include revenue generation, higher response rates and reduced cost of customer acquisition, leading to one of the lowest cost per response of any media for sales and marketing.

### Online Sales and Marketing Tool

'iris' is the latest generation of Incentivated's online Web interface through which clients can manage for themselves all their Mobile and Email sales and marketing activity.

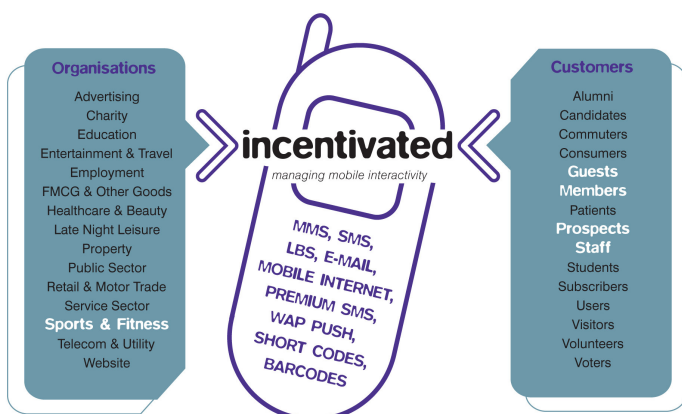


'iris' is a leap forward from our previous product and builds upon feedback from our existing clients as well as recent legislation. A modular solution, it offers a range of bolt-on features.

### 'iris' Optional Modules

#### 1. Broadcast

Broadcasting is the term used for sending personalised Text or Picture Messages to multiple recipients, immediately or scheduled for later delivery. This module allows sending either from an external file (i.e. from another membership or CRM package) or to Subscribers



already added to your 'iris' database. Subscribers might have added themselves to this database by entering a Text promotion.

Groups can be created within 'iris', enabling targeted messaging or category offers. Single messages can also be sent. In every case messages can be personalised by 'mail merging' the customer's name etc into the message.

## 2. Text & Win (Prize Draw)

Text & Win (Prize Draw) allows prospects to enter your sales promotion via Text Message. This module allows you to create numerous prize draws, view entries, pick winners and runners-up, correspond with entrants and download results in spreadsheet format for entry into another CRM package.

## 3. Appointment Reminder

This module has been designed to reduce no-shows and thereby increase conversion rates. Clients send Text Message reminders to advise prospects of tours, new joiners of induction training and members of classes and events. The gym manager, personal trainer or receptionist books a Text Message reminder for the time required at the point of initial contact. It also gives the customer the opportunity to cancel in advance allowing you to fill the space.

## 4. E-Mail Marketing

Mobile Marketing is not the only digital medium available to you. There are times when E-Mail Marketing is more effective, e.g. when rich content is needed. This module enables the client to create and send HTML (full colour) emails and includes the unsubscribe feature, a template library and tracking of both delivery and opening of Emails.

## 5. Mobile Internet Site

Most clients already have a website, accessible from a PC at home or work, but not by multimedia mobile phones. A WAP (Mobile Internet) site is an important element of your marketing plan and Incentivated can host a site that you can update from within 'iris'.

## 6. Other Direct Response Modules

Incentivated offers other 'iris' modules some of which integrate traditional media with the Mobile Medium. These include;

- *'Find My Nearest'* (Location Based Services): Allows you to look up the geographical location of the customer who has sent you a Text Message, before replying with information about their nearest gym or leisure centre.

- *eBrochure Request*: enables customers to order, by Text Message, your electronic brochure for subsequent delivery by Email. This rich-media brochure is linked to your website and is fully customisable.

- *Ticket Request*: enables consumers to order tickets, which will be posted to them, by sending a Text Message containing their house number and postcode. 'iris' uses the Post Office database to convert the Text Message to a full address for fulfilment by your mailing house.

## 'iris' Administration Tools

### 1. Opt-outs, Black- and Grey-Listing

To comply with the Privacy & Electronic Communications Regulations as well as the Codes of Conduct, 'iris' allows Subscribers to opt-out by texting the word STOP or via the Web. Once opted-out 'iris' prevents the client sending a Text Message or email to the Subscriber until such time as they opt back in.

### 2. Templates

Some clients choose to allow individual sites to send their own free-form Text Messages and emails, others choose to limit the sites to predetermined Template messages.

### 3. Reports

'iris' now includes full reporting so you can review messages sent and check individual network delivery receipts. Incentivated offers only direct connections to the UK networks and we pay a per message 'interconnect fee' which means your Text Messages are guaranteed for instantaneous delivery. This also means that you comply with the 8<sup>th</sup> Principle of the Data Protection Act as well as the other legislation and codes of conduct.



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