



► **Over 70 billion text messages sent monthly**

► **Connect and interact with Generation “Text”**

Text DRIVE to 68247
for more information

Consider these statistics when evaluating Text Alerts and Marketing for your school:

- 18-29 year old consumers use text messaging more often than voice to communicate.
- On average **94%** of text messages are read.
- 80%** of consumers keep their mobile with them all day.

When given a choice 39% of US consumers — 76 million people — prefer text messages to radio or TV advertising.

Go Green with Drive MultiMedia's text services!

Replace mailers and other print with text. Save room in your budget while saving the environment! Call today for more info!

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Colleges
&
Universities

Emergency Alert System
Text Message Recruiting
Campus Involvement

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for more information



What are keywords?

A **Keyword** is a word that best describes your **University/college**. A campus may have **multiple keywords** for different communication and recruiting purposes.

▶ A **Keyword** for a campus may be **COLLEGE**.

▶ **Students, parents, and supporters** text **COLLEGE to 68247** for university information and events

Using keywords

Campus Safety

Make your campus safer with our **opt-in text alert system** for students and faculty/staff.



All HLC classes cancelled due to inclement weather. Classes resume 8am Tues

Student Recruitment & Involvement

Use **multiple keywords** to communicate with future, current, and former students



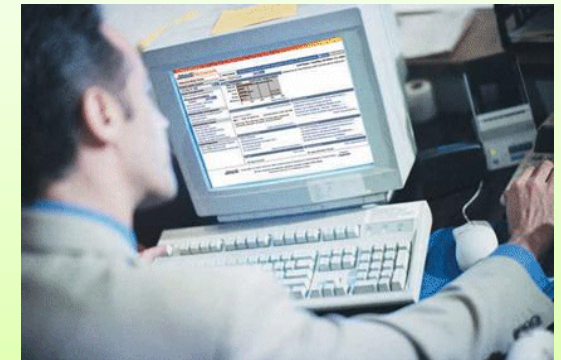
Thanx 4 ur interest in HLC. We look 4ward to talking about ur exciting future. Join us Aug 5th for open registration, campus tours, & on-the-quad activities.

Online Tools and Databases

Build databases of cell phone numbers and email addresses to recruit next year's freshman.

Send TXTcasts to student and alumni reminding them of school events.

Use our online tools to update text responses or deliver TXTcasts 24/7.



Promote Student-Athletes

Use our text services at all of your athletic events to select players of the game, offer text-to-win contests, and promote your student athletes



State Times

Busta Rhymes to Perform

Hey fans! Text **HLSCSPORSTS to 68247** for game updates, schedules, and promotions. **Go Tigers!**

Make your athletic and university sponsorships more valuable!

Place **Sponsor's Keyword** on venue advertisements: for:

more **Return**

more **Exposure**

more **Awareness**