

Drive MultiMedia

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



▶ **Over 70 billion text messages sent**

▶ **Personalized, instant communication with your customers**



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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Text Message Marketing

Interact with Guests
Drive Traffic
Measure Results

Text DRIVE to 68247
for more information



Text Message Marketing

What are keywords?

Keywords are words that best describe your hotel and promotional campaigns.

Keywords:

- Inform potential guests of promotions
- Provide incentives to card holders
- Drive Traffic

▶ A Keyword for the your casino may be WIN.

▶ Consumers text WIN to 68247 for promotional information



Welcome to our Casino! Go to www.casino.com to claim your free hotel room upgrade. Enter promo code H101 when ordering online for ur discount!

▶ Provide each event and location a Keyword for customized promotional campaigns and specials.

▶ Examples: CasinoSTL, CasinoCHI, CasinoFLA



Media and Advertising

Use Keywords on all your advertising and media. Drive traffic to your hotel.



Text 'CASINO' to 68247 to win our jackpot!



TEXT REWARDS®
to 68247 to increase your Star Power

Casual yet chic. Intimate yet playful. Magical views on the AVENUE OF THE ARTS.
Text VIVA to 68247 for tonight's entertainment!
Upstares AT VARRALLI | Sollo varalli | 231 S. Broad & Locust Sts. Center City, Philadelphia 215-546-4200
More information at www.varalliusa.com | Discount parking available

Consider these statistics when evaluating Text Message Marketing for your casino

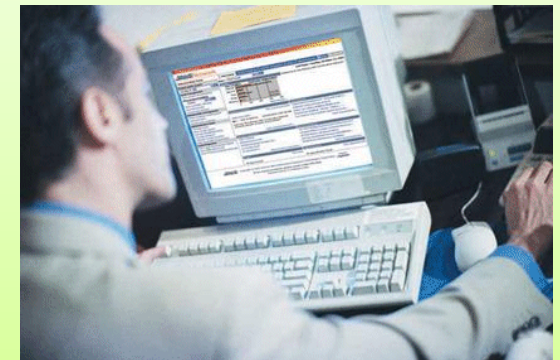
18-29 year old consumers use text messaging more often than voice to communicate.

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.

Online Tools and Databases



Build databases of cell phone numbers and email addresses for VIP promotions.

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

Deliver TxtCasts to drive guests to your hotel for events and specials offers.

Is your casino ready to communicate with Generation Text?

