

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



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

► 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

Engage Customers
Drive Traffic
Measure Results

Text DRIVE to 68247
for more information

Text Message Marketing

What are keywords?

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

Keywords:

- Inform consumers of restaurant promotions
- Provide incentives to customers
- Drive Traffic

▶ A Keyword for a restaurant may be DINE.

▶ Consumers text DINE to 68247 to receive general promotional information



We're celebrating the grand opening of 5 new locations over the Midwest. Use this text for 20% off your meal at any location this Thursday - Saturday. We appreciate your business!

▶ Provide each location a Keyword for customized promotional campaigns and specials (lunch, dinner, happy hours).

▶ Examples: DINESTL, DINESTC, DINECHI



Engage Customers

In-store promotions engage customer's during their dining experience. Use in-store Keywords to offer real-time incentives.



Thanks for watching the game with us! During the 7th inning, show this text to your server for a FREE small draft beer, well drink, or soft drink!

Media and Advertising

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



UR now a VIP Text member. UR entered to win a \$100 gift card! Catch the pay-per-view games with us every Saturday!

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

Consider these statistics when evaluating Text Message Marketing for your restaurant:

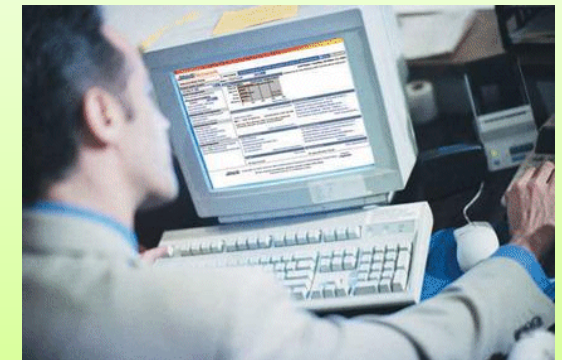
18-29 year old consumers use text messaging more often than voice to communicate.

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 of your customers.

During large campaigns, send TXTcasts to your customer's cell phones...driving traffic to your restaurant.

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

Is your restaurant ready to communicate with Generation Text?