

## Mobile Marketing and Consumer access

Relationships are the new currency in this connected world as consumers look for two way conversations with businesses giving them the power to do what they need to accomplish, anywhere, at any time. And more of them are doing this through their mobile devices particularly so in Asia.

### So what does this mean for businesses?

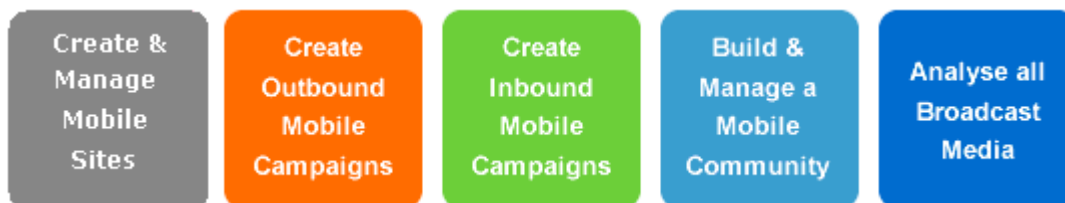
Today just as businesses without a website are not even in the customers considerations, very soon it will be considered absurd not to have a mobile site, most firms moving forward will have an integrated mobile presence and services that uses customers accessibility on the mobile as a core consideration to deliver services and information.

### So how can I benefit?

The first step would be to get an understanding of the mobile channel with its unique advantages as well as limitations. The next would be to look to incorporate the mobile channel into existing communication plans so as to gradually create a foundation for the future. Start simple and gradually enhance the services and information availability to create a richer customer interaction anywhere and at anytime.

### What tools are available?

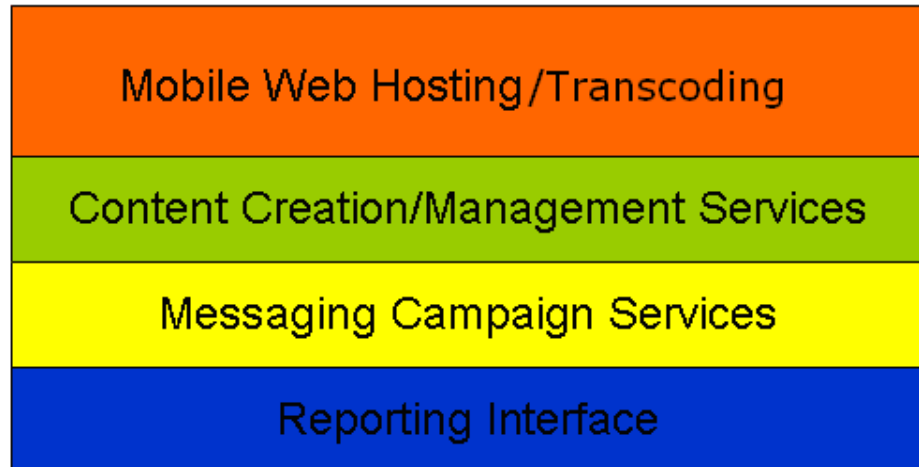
One of the most well integrated services is the DZL Mobilyse Suite which is a self service content and campaign management platform which drives consumer usage of your businesses services and content. Dizilife's Mobilyse suite seamlessly manages mobile content, campaigns and community:



### Key Features and modules of the Mobilyze service suite include

- Mobile Content Creation Hosting and Management, either using the integrated mobile content creations and publishing tool or transcoding your existing corporate hosted sites and services via the Mobilyse platform's mobile transcoder.

- Inbound and Outbound\* messaging campaigns containing links to content and services for instant user service and gratification, with detailed reporting including click activity



- Management of mobile communities including multi layer segmentation and content usage history
- Detailed analytics and Reporting enhances the value you derive from your customer communications by ensuring a closed feedback loop.

**NB1:** Inbound campaign is when messages are received (or incoming) from consumers.  
Outbound campaign is when messages are pushed (or outgoing) to consumers.

With mobile data usage rapidly increasing and Dizilife's unique Mobilisation toolkit engine, Mobilyse users are seeing astonishing click through rates and immense ROI returns.

Act now and give your business the mobilyze advantage!

### Contact Us

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