

www.chaosmap.com

Company Background

➔ Search + Marketing

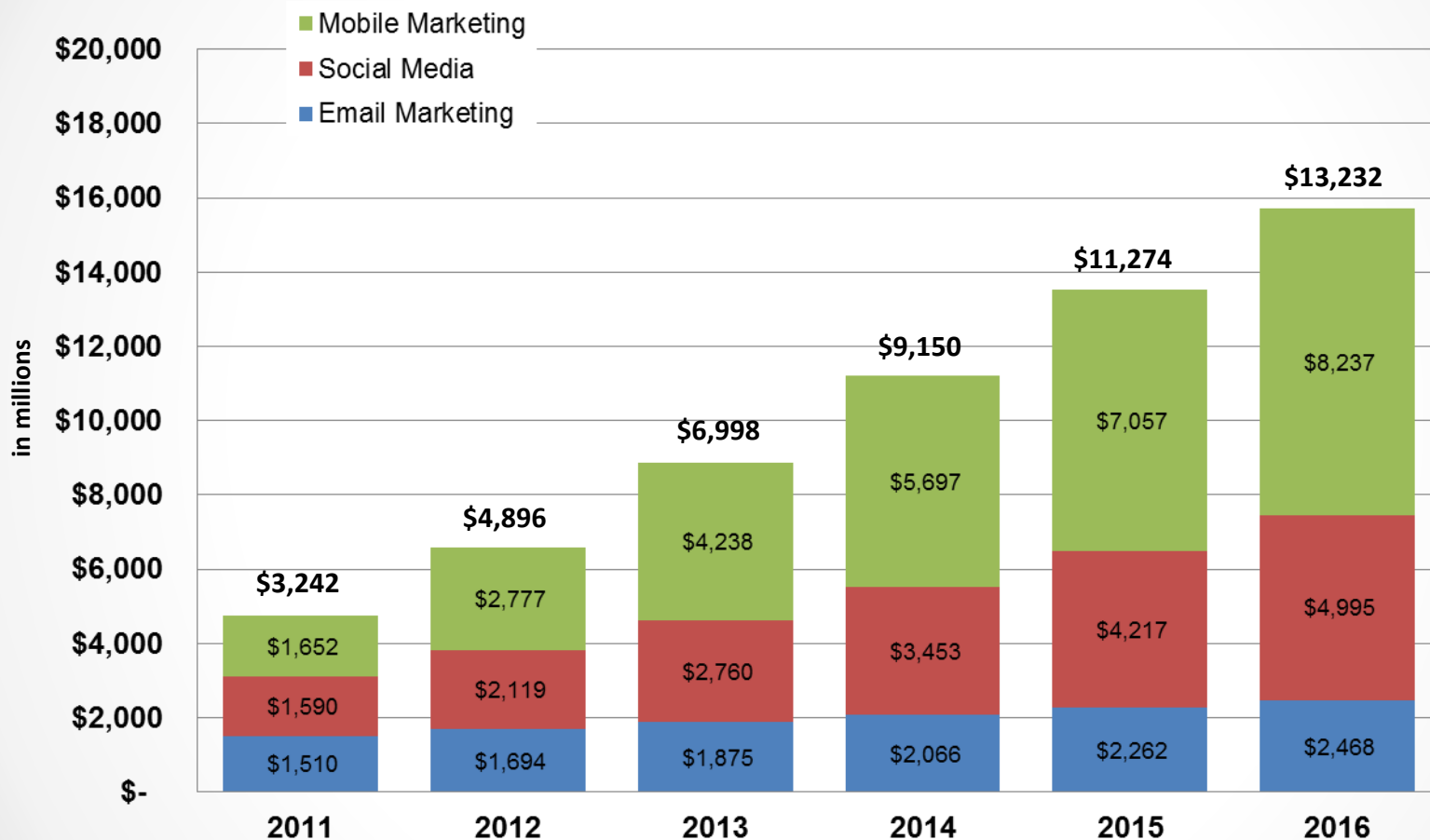
- ✓ Established in 2006
- ✓ Location in Manhattan Beach
- ✓ Fast Growing
- ✓ Fortune 100/500 Customers
- ✓ Top Ranked Search Marketing Co.
- ✓ Consulting & Fulfillment Services

➔ Jon Rognerud, Founder

- ✓ Left Yahoo to start Chaosmap.com
- ✓ 2 Successful books, #1 Best-Seller
- ✓ 1 Patent: Online Customer Support
- ✓ Bank of America, Charles Schwab
- ✓ From Norway, Currently Living in L.A.



Growth of Digital Marketing in the US



Source: Forrester, August 2011

Dual Growth Opportunities



Mobile Text Marketing

- ✓ Proven with open rate, response rate, and brand image
- ✓ Unlike smartphone apps, text marketing works with everybody



Multi-channel Marketing

- ✓ “Multi-tasking” & “instant” life style
- ✓ Email became less effective. Mobile and Social are hot.

SMB/SME Reality

➔ Feeling Squeezed

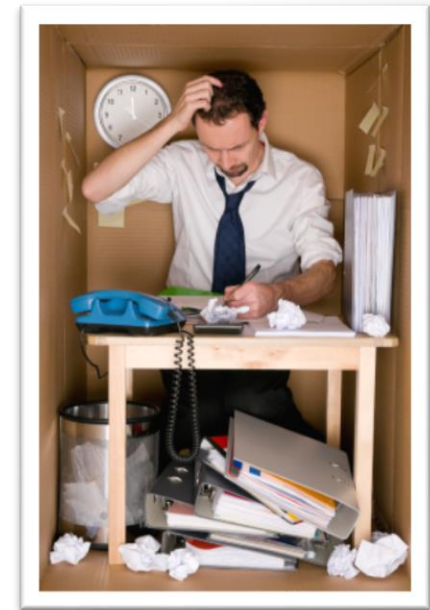
- ✓ Large competitors
- ✓ On-line discount businesses

➔ Pressed for New Media

- ✓ Flyers are old
- ✓ Email alone became in-effective

➔ Limited Staff

- ✓ Lack of resource & expertise



The Only Alternative: **All-In-One Marketing**



Dead Simple

- ✓ One user interface for all channels
- ✓ No need to learn multiple products



Does Everything

- ✓ 5 Most Popular Channels
- ✓ Old (phone) to New (mobile & social)



All at 1 Place

- ✓ One database
- ✓ One vendor. One price to pay.

Why All-In-One?



- ➔ Reach **ALL** Customers
- ➔ **Single Integrated** Marketing Suite
- ➔ **Orchestrated** Campaign Works!

Why All-In-One?



➔ Reach **ALL** Customers

- ✓ Email reaches 30%; Mobile Text 25%; Social 20%; etc.
- ✓ Honoring “**preferred channel**” for each recipient

Why All-In-One?



➔ *Single Integrated* Marketing Suite

- ✓ All 5 channels for a price of 1
- ✓ Single *integrated dashboard* for managing all 5

Why All-In-One?



➔ Orchestrated Campaign ➔ Immediate Results

- ✓ Time the release of various multi-channel messages during campaign
- ✓ Open rate, response rate, conversion ➔ *instant ROI*

A Typical Success Story

➔ SMB: Pay for Service in one campaign

- ✓ Acquire **NEW customers** by displaying keywords on windows
- ✓ Bring back **REPEAT customers**
- ✓ Generate instant traffic **during slow periods**

➔ Corporations

- ✓ Interactive and engaging events
- ✓ Branding support

➔ Non-Profits

- ✓ News, Alerts, Updates
- ✓ Fun 2-way interactions





Jamba Juice

- ✓ Keyword Opt-In
- ✓ Increased store traffic by 10%
- ✓ Immediate impact on boosting sales

"XXXXXX provides us with the most direct, immediate and affordable way to connect with local residents and quickly build a loyal following"



Mobile Keywords in Action

Enter to Win
FREE TICKETS
Kings Fan Pack

Includes two tickets to the Sacramento Kings vs. Oklahoma City Thunder Monday, April 11th @ 7pm and Kings Super Preferred Parking & Two Tickets to the VIP Club

Text "Kings" to 99000

THE SACRAMENTO KINGS
Stay Connected @sacsnobs.com

Summary Terms & Conditions: Our mobile text messages are intended for recipients over the age of 18 and are delivered via US shortcode 99000. Messaging & Data rates may apply. This service is available for subscribers on AT&T, Verizon Wireless, Alltel, T-Mobile, Sprint and Nextel. Virgin Mobile USA, Cellular One/Dobson, Cincinnati Bell, Cellular Wireless, U.S. Cellular, and Boost Mobile. For help, text HELP to 99000. You may stop mobile subscription at any time by sending a text message STOP to short code 99000. Your phone must have text messaging capability.

WIN NIKE 6.0 GEAR DURING THE US OPEN WEEK!

WE'RE GIVING AWAY NIKE 6.0 PRIZES INCLUDING APPAREL, FOOTWEAR, AN EVAN GEISELMAN SIGNED SURFBOARD, EXCLUSIVE ACCESS TO THE MOTEL NO TELL AND MORE!

TEXT 'USOPEN' TO 69302 TO ENTER.

EVAN GEISELMAN

TEXT UROCK TO 99000 FOR IMMEDIATE ROCKSTAR OFFER TO YOUR PHONE

SEE THE SHOW
SAN FRANCISCO

Hard Rock CAFE

PIER 39 • BEACH & EMBARCADERO ST.
+1-415-956-2013 • HARDROCK.COM

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GOLD'S GYM **TXT "GOLDS" TO 99000**

And receive 1 Free:

- Health Assessment
- Personal Training Session
- Biotonic Power Plate session
- Group Fitness Class

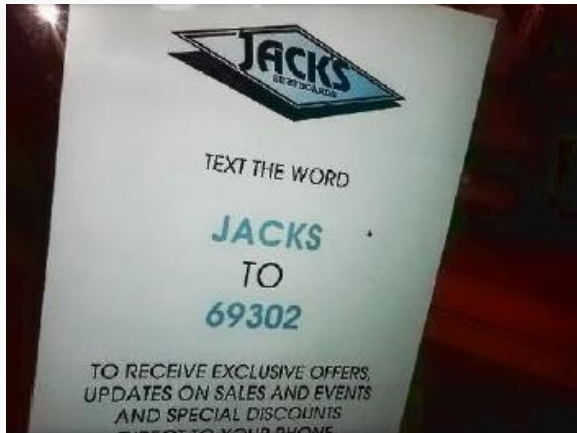
i.e. Yoga; Pilates; Cycling; P90X; Abs; Beach Body; Dance

Plus Enter To Win 1 Free Week of Personal Training

Limit first time users only and first 100 customers! Must be a local resident

1400 Alton Road Miami Beach, FL 33139 / 800-659-4829 / goldsgymsouthbeach.com

Mobile Keywords in Action



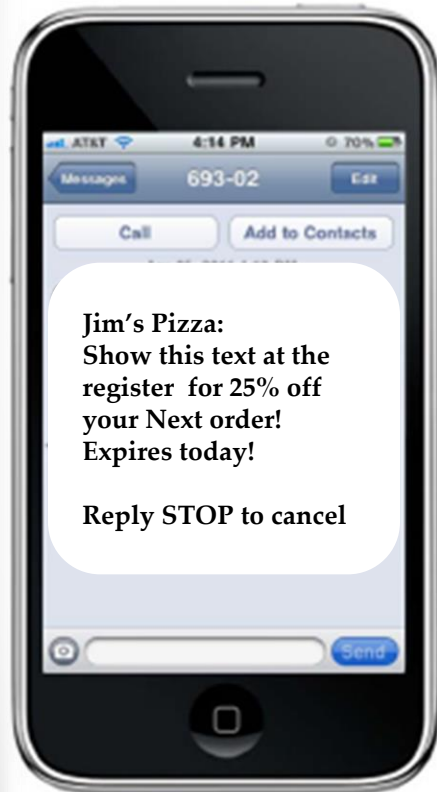
Bowlfl.com
Sister Centers Jupiter & Saint Lucie Lanes
Text "LANES" to 69302
Discounts, Coupons and FREE Offers
Food - Beverage - Bowling
Redeem Through Texting On Your Phone



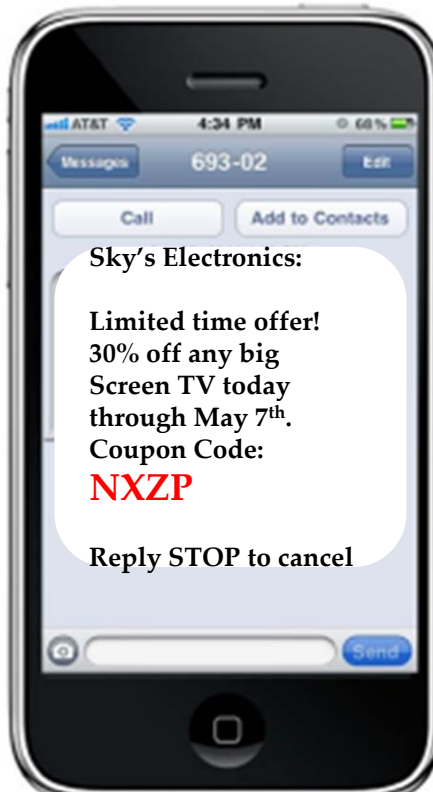
Send Messages

Reengage consumers with coupons, offers, and reminders.

Simple Text



Simple Text w/ Code

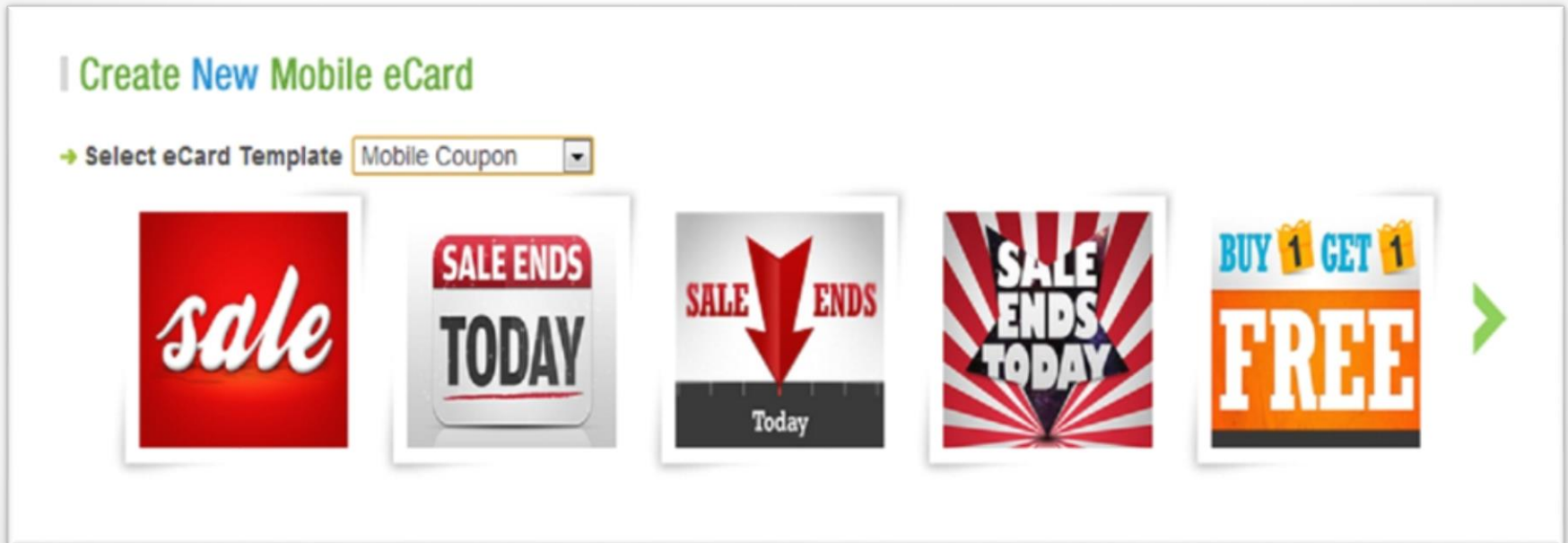


Barcode Graphic

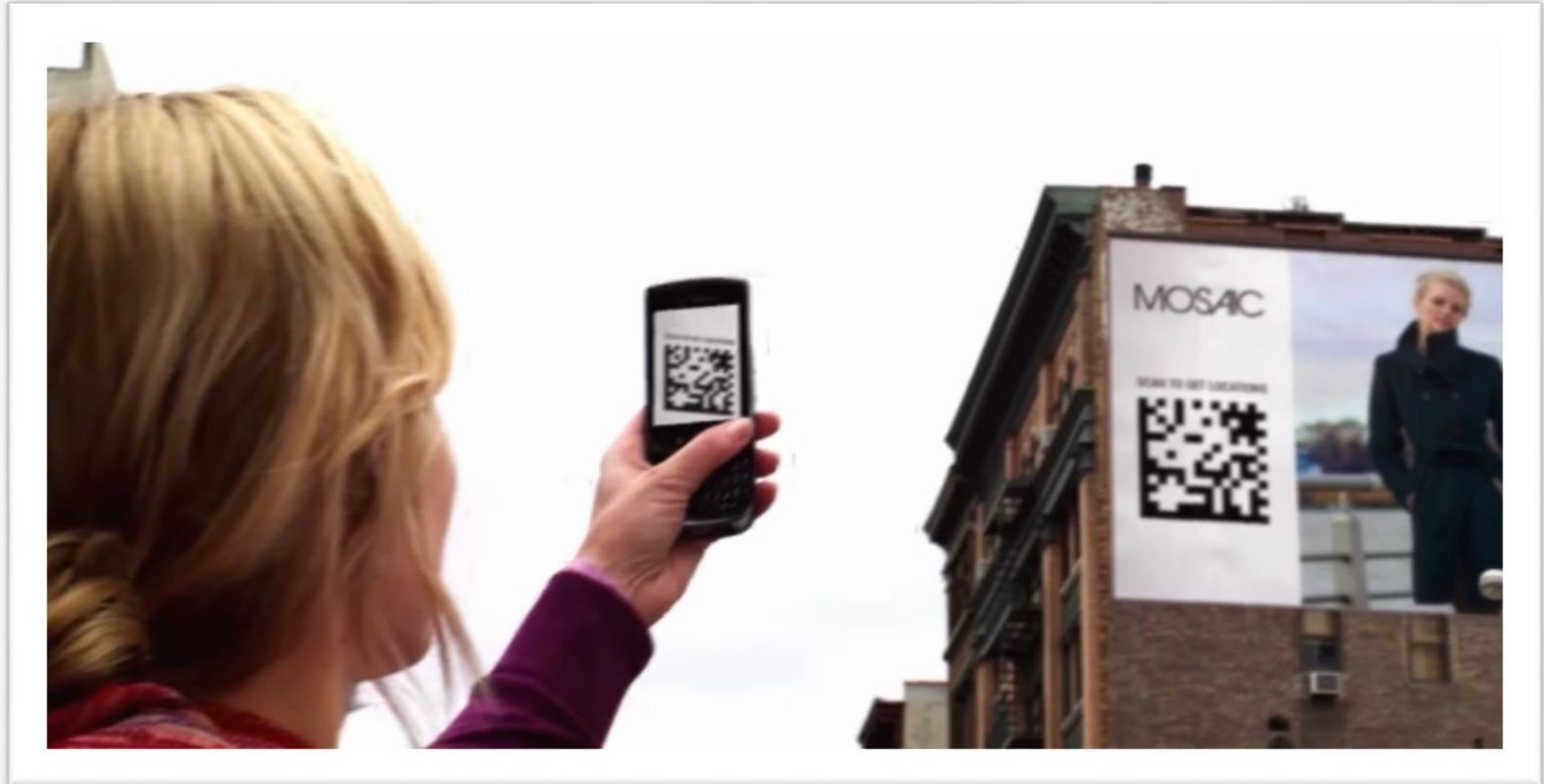


Mobile eCards

Send high-impact greetings or coupons to increase likelihood of redemption.



QR Codes



Text-to-Screen Display

[4252] The Nissan display at CAS11 looks great! All of the vehicles look great.

[9573] Quest looks sweet, watch out Honda!

[2240] GT-R! The Black Edition is awesome!

[9573] personal favorite garage pair. Nissan LEAF and GT-R

[5845] me too! I can't decide, but I think I'm leaning towards the gt-r!! Soooo awesome.. Black is my fave. Color!!

[8214] Quest has fold flat seats that's perfect for parents who want some alone time from the kids

[9573] stop by the Nissan booth at CAS and check out the PS3 Nismo 370Z

[2240] World's first crossover convertible, Murano CrossCabriolet is here at the Nissan booth, so cool!

Text <Nissan> followed by your message to <96362>




Text Appointment Reminders

Increase client/patient retention through personalized & automated text reminders.

Appointment Reminder via Mobile Text

Add Reminders > Appointment Reminder via Mobile Text

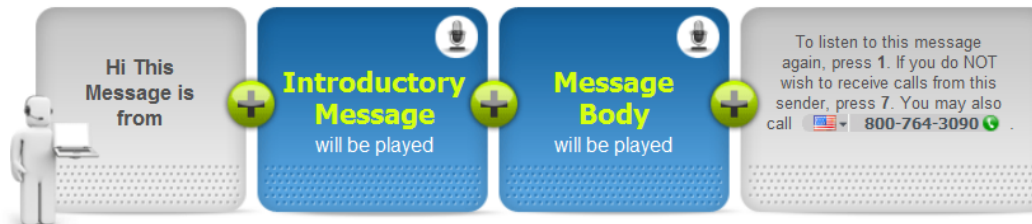
Appointment Date & Time	Send Date & Time	Recipient	Message
<div>Pick a date here => </div> <div>01 : 00 AM/PM</div> <div>GMT -08:00 - Pacific (US & Ca)</div> <div><input type="checkbox"/> Save selected timezone as my default timezone.</div>	<div><input type="radio"/> Send 1 hour in advance</div> <div><input type="radio"/> Send at specific time</div> <div><input type="radio"/> Send it now</div>	<div><input type="radio"/> Add new contact & Send</div> <div><input type="radio"/> Search by First Name or Last Name or Mobile No.</div>	<div>Select a message template</div> <div>Create Edit Template List</div> <div>Reminder:</div> <div>Message Characters Left: 146</div>

Voice Broadcast

Create New Voice Message

(1) [Description & Modes](#) | (2) **Compose Message** | (3) [Select Recipients](#) | (4) [Preview & Send](#)

Voice Broadcast Message Construction



NOTE: You can choose either male or female system voice prompts for the

Introductory Message

[What's this?](#)

☒ Select a previously uploaded file

Select a file ▾

☐ Upload a new file

Message Body

☒ Select a previously uploaded file

Select a file ▾

☐ Upload a new file

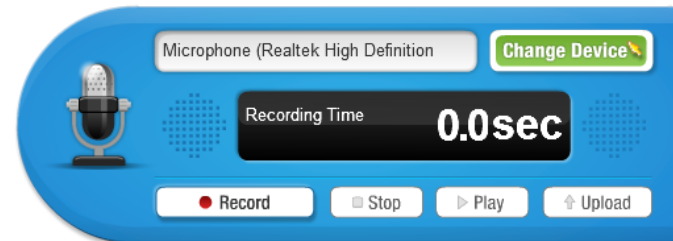
Message Body

☐ Select a previously uploaded file

☒ Upload a new file

Option 1. ☐ Upload a new file from your storage.

Option 2. ☒ Record and upload a new audio file.



NOTE: Maximum recording time = 2 minutes

If the recording timer does not start when you hit record, please update your flash player to the newest version and start over. The newest flash player can be found [here](#).

[Description & Modes](#)

[Save as Draft](#)

[Select Recipients](#)



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Take The Mobile Readiness Survey:

<http://chaosmap.com/services/mobile-marketing/>