



By the end of 2010, there were 302.9 million mobile phones being used in the US alone, which would mean that 96% of the population had a cell phone. In that same year, cell phone users sent 2.1 trillion text messages, averaging out to nearly 7,000 per person. According to the New York Times, 97% of those text messages were opened and read, with 83% being opened within the first hour. Do you have any unread text messages on your phone? Most people don't. Additionally, 84 % of cell phone users keep their cell phones on them at all times, either in their pocket or handbag or next to their bed. We live in a country that is extremely reliant on cell phones for communication: it is nearly impossible to envision a world without cell phones.

The market for cell phones is saturated: nearly everybody has one. The market for communicating with a cell phone, on the other hand, remains largely untapped. The fact is that the vast majority of text messages are sent by a person to somebody on his or her contact list. Businesses have the opportunity to reach their customers in a direct, reliable, and casual way with Multilink Technologies. Multilink allows your business to reach your customers directly by text message, raising client awareness of your product or service and allowing you to send useful reminders.



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FEATURES

MOBILE TEXT MARKETING

Mobile Text Marketing forms the backbone of MultiLink Technologies. With the Multilinx platform, you can send group texts to your entire client base, perform a mobile poll, send appointment reminders, or offer deals with mobile coupons.

MOBILE KEYWORDS AND SHORT CODES

A mobile keyword is a one-word phrase that you choose to identify a product, service or business. The keyword works in conjunction with a pre-determined short code, for example 44320, to serve in much the same way that an internet URL does. Texting the mobile keyword to 44320 will trigger an automated response of your choosing. For example, a store or restaurant can send out the latest offers to anyone who texts “deals” to their shortcode. Once a potential customer has texted your mobile keyword they are automatically added to your Multilinx contact list. With the Multilinx platform, you can choose your own mobile keywords to use with our shortcodes, or much larger businesses can get their own shortcode so that the keywords they want don’t conflict with what another one of our clients has already chosen.

BULK SMS BROADCAST

Sending an automated text message to your entire client base is easy with the Multilinx platform. Once a customer has texted your mobile keyword, their number is automatically added to your database. Mobile phone numbers can also be automatically added to your database from a previously compiled list. Sending the text is as simple as logging in to your Multilinx account, choosing what you want the message to say and who you want to send it to, then clicking send. Responses will automatically go to your Multilinx inbox. The Bulk SMS platform also allows automated messages to be sent however often you want. For example, you can send the latest deals bi-weekly to your entire customer base.

MOBILE COUPONS

The Multilink mobile coupon platform lets you send coupons to your customers in the form of a text message, and all they have to do is show the text message on their mobile phone at the register to receive the deal. Multilink allows you to provide coupons in a more convenient and cost effective way. You no longer have to worry about coupon printing and distribution, and your customers no longer have to worry about remembering to bring their coupons. Each individual coupon will have a unique redemption code, which allows you to redeem each coupon and even track redemption rates and revenues with Multilink Technologies' web-based software.

APPOINTMENT REMINDERS

For businesses that rely on appointments and reservations, ensuring that customers know where they are supposed to be and when is crucial. Missed appointments are a waste of your time and cost your business money. Some businesses must schedule appointments weeks or even months in advance. Text messages are perfect for appointment reminders. Your customers are not always around to answer their phones when you call to confirm appointments, and you will not always be around when it is convenient to call back. Email doesn't work because it is not a convenient or timely way to reach many people. A text message is the best of both worlds, because it goes right to your customer's cell phone, which is almost always in his or her pocket or handbag, and the message will wait for them until they are ready to check it, usually in a matter of minutes. Equally important, the confirmation is in writing and is easily referable later. Customers can easily respond to the reminder if they think it's wrong or if the time no longer works for them, and the response goes right to you inbox. With Multilink SMS Reminders, you can drastically cut back on missed and forgotten appointments.

MOBILE VOTING

MultiLink Technologies Mobile Voting platform allows you to interact with your customers in fun and useful ways. They get to participate in an easy and seamless poll, and you get to gather useful information about your customers and their preferences. Customers just need to text your mobile keyword to your short code and they will immediately be sent the details of your latest poll. All they have to do is text back with the number corresponding to their answer, and THE MULTILINK's Mobile Voting platform automatically gathers the data from all of your participants. New voters are automatically added to your contact list. No need to worry, Multilink will automatically text your participants with the results of your mobile poll.

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OTHER FEATURES

DATA ACCESSIBILITY AND VISIBILITY

Multilink is designed to give its users as much information about their business as possible. Multilink provides users with operational and performance data that updates in real time and is easily exportable as a Microsoft Excel spreadsheet for your own records.

PICTURE MESSAGING

With Multilink Picture Messaging platform, you can upload any picture you want using Multilink online software, and you will be provided with a shortened URL to the picture that you can send in bulk texts to your customers. All they have to do is click the link on their web-enabled mobile phone, or type the shortened link into the browser on their computer.

MOBILE eCARD

With The Multilink Mobile eCard Platform, you can upload your own backgrounds (or use some of our own) and add text to create your personalized greetings, reminders or promotions, and then use Multilink Picture Messaging to send them to your customers.

TEXT TO SCREEN

Text to Screen allows your customers to interact with your business in a fun and unique way. By texting your mobile keyword and short code, they are actually sending a text message that will show up on a large screen in your establishment. Many stores and clubs already implement this technology, and now yours can too.

WEBSITE WIDGETS

Multilink Website Widgets allows you to put a sign up page on your website that lets your customers add themselves to your Multilink contact list automatically.

MOBILE APPLICATION AND MOBILE WEB DEVELOPMENT

Multilink Technologies will help bring your business into the mobile arena by designing your very own mobile website and mobile applications. You no longer have to wonder how to bring your business onto smartphones: Multilink Technologies will do it for you.

QR CODES

A QR Code is an image that is a lot like a bar code. The difference is that a QR code works with smartphones to send your phone instructions. Basically, a QR code reader on your phone captures the QR code, and a predetermined sequence automatically begins on your phone. It could take you to a website, load an image, or even dial a phone number. It can even tell the phone to send a text message to your Mobile Short Code with one of your Mobile Keywords as the text to automatically launch your Multilink Mobile Marketing Campaign.



RESELLER PROGRAM AND WHITE LABEL SOLUTION

Multilink Technologies allows you to offer our mobile software to anybody you know who wants it. This option works great for advertising agencies and marketing firms. Contact us for details.

AUTOMATIC DATA MINING

Multilink Technologies online software is designed to automatically take data about your customers from their area codes, including city, state and time zone, so that you can target your marketing campaigns based on geographic location.

DATA IMPORT AND EXPORT

Multilink offers easy import and export of your contact list and all data related to your contacts and campaigns.

MULTILINGUAL PLATFORM

Multilink is designed to work in both English and Spanish, but also offers support for a wide range of languages.

INCREASED COMPLIANCE

Our platform is designed to check for disconnected phone numbers every 24 hours so that text messages meant for the previous user do not go to the new user after the previous user has changed their phone number.

KEYWORD MISSPELLING SOLUTION

Multilink allows you to choose common misspellings of your mobile keywords so that your clients have an easier time participating in your mobile campaigns.

FACEBOOK AND TWITTER

Multilink gives you the option to broadcast your campaigns via Twitter and Facebook using our web-based software, allowing you to integrate your text messaging, Twitter, and Facebook marketing campaigns.