



Case Studies: qtags text

qtags text makes any advertisement instantly interactive & stickier --

- qtags text is a 'keyword' text to short-code program. You choose the 'keyword', like toyota, or vzw.
- On advertisements (print / broadcast), you display the 'keyword' and the text to shortcode 78247 [q-t-a-g-s- on the dial]
- You display a call-to-action to get your audience to text the 'keyword'. For example; " To be sent info about our next job-fair, text 'job' to 78247 "
- The ad's audience texts the keyword and gets information via text message instantly

This billboard is using a qtag keyword 'carter' and is now interactive, sticky and mobility (on-the-go) friendly:



qtags text leaves the advertiser's message footprint in two places --

- on the customer's mobile phone via an instant text message (reply is specified by the advertiser and can be updated anytime, realtime)
- in an inbox created and stored for each texter; this inbox stores all texts sent to 78247 and is a place where the texter can retrieve a landing page link to the advertiser
- if you have not yet experienced the qtags inbox - do so now - this online footprint is very powerful; campaigns experience 20-60% click-through and this is a great value-ad to the mobile phone reply. go to www.qtags.com and create a login to see your inbox



qtags text helps you measure the response to the advertisement --

- all qtag words are monitored 24/7 and have a live performance link that shows the volume of texts, originating area code, day and time texted AND the % of texters who visit their text in their qtags' inbox and click-thru to your advertiser's landing page
- Here's a quick overview: [how-to-read performance reports](#)

qtags Activity Report

Keyword: taco

Report period: 01/01/2007 through present

URL: <http://www.californiatortilla.com>

qtags text is off-the-shelf easy to add to a campaign, yet can be used to enhance / support even the most robust Marketing Communication strategies --

Add the qtags text call-to-action on any type of media; print / digital online / OOH / broadcast: click [here to listen](#) to a super example of a radio spot using a qtags text call-to-action

Recommended uses of qtags text:

Bookmark / Message Retention -

Make it easy for your audience to remember you and/or bookmark specific information. If they see you ad - don't rely on them 'remembering' a web-site -- give them a text to keyword and you can be sure that the ad is bookmarked in two places (on mobile phone & online in the inbox).

**ON THE GO.
IN THE KNOW.**



Z
ZAGAT TO GO™

Unlimited access to Zagat content in 65 cities.
Search and browse

palm

Zagat ▾ New York City
▾ View All 1562 Choices

Name	F	D	S	C
A	22	11	19	00
Abbotto	23	20	21	00
Abigail's	20	16	18	00
Aborn	18	19	18	00
Aburys Kinoshuke	25	21	21	00
Acappella	24	21	24	00

Incentive Interaction to Increase brand awareness

Tampa Bay Times is using qtags text to ask readers to vote for their favorite local band. The Times displays the vote results (real-time) on a website. This was easy to setup; qtags created 9 words (each band has its own keyword) and then supplies the Times with a live XML feed.

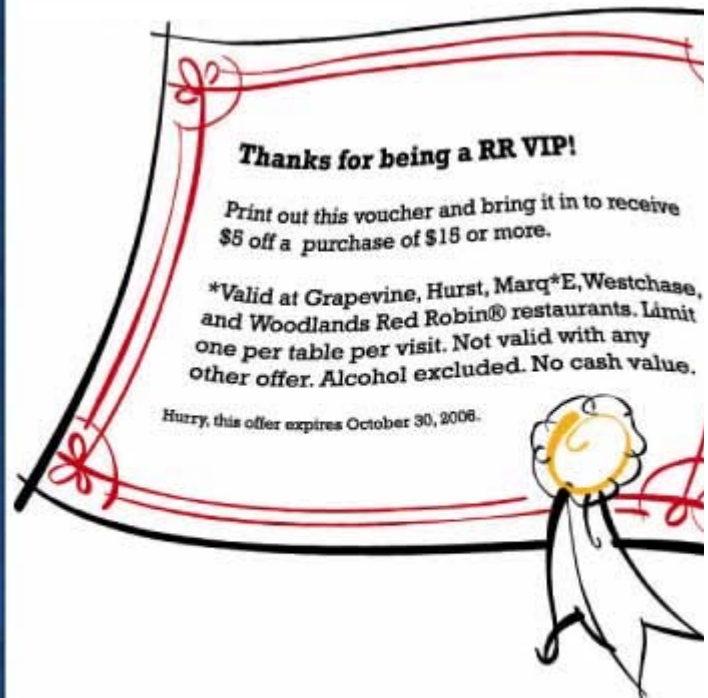
The screenshot shows the Tampa Bay Times website with a navigation menu and a voting poll. The poll is titled "Vote For Your Favorite Ultimate local band" and includes a "Current Results" section with the following data:

Band Name	Percentage
D'Visitors	1%
Lush Progress	1%
Soulfound	1%
Heroine	7%
Trace of Day	0%
Tribal Style	55%

The poll also includes a text prompt: "Text 78247 and Enter T".

Reward and Build Loyalty

Use the qtags text call-to-action to deliver a reward to your audience. The reward can be a special discount, or news, or hot tip. In this example, Red Robin delivers a coupon to those who join their VIP club. The coupon is housed online at a mobile friendly site, but it can also be delivered right to the phone. (see Baymont Inns example above).



Build a Vested Community and/or Deliver Information via alerts

Use qtags text to build a community to whom you can send updates / news via text message alerts. In this example ENVY magazine (Houston / Dallas) tells their readers to text to join the alerts group for their city. This permission-based group then is sent weekly-ish updates with news about parties, special advertising offers and VIP invites. Because ENVY only sends relevant information, and does so sparingly - they have earned the trust of this community and have built a group of thousands who eagerly await more news!



ENVY Houston's Blurbs

About Me:

THE ULTIMATE GUIDE TO CURRENT CULTURE v I edited my profile with [Thomas' Myspace Editor V4.4](#)

Who I'd Like To Meet:

All of our Parties are ridiculously packed so be sure to get on the VIP list. Text the keyword "ENVY" to QTAGS (78247) & you'll get our VIP info! We'll see you at the First Round of the Miss ENVY Model Search 2007!

[Click Here To View Event](#)



Create Excitement at Events (like Trade Shows or Job Fairs) via an Instant Win

Use qtags text instant win service to create excitement & buzz at private events like job fairs and tradeshows. Invite your audience to text to win a special door-prize; win can be instant or delivered to specific nth texters at a specified time/date. Accenture uses this at all university recruiting events and at regional job fairs. In the example shown below, Handmark Software used qtags text to deliver a door prize & create quite a buzz at their booth.



Add Reach to Promotions like Contests

Use qtags text as an alternate way to enter a contest or sweepstakes. This increases the reach of your planned promotion and gives people an instant way to enter or directs them to the website to up participation rates.

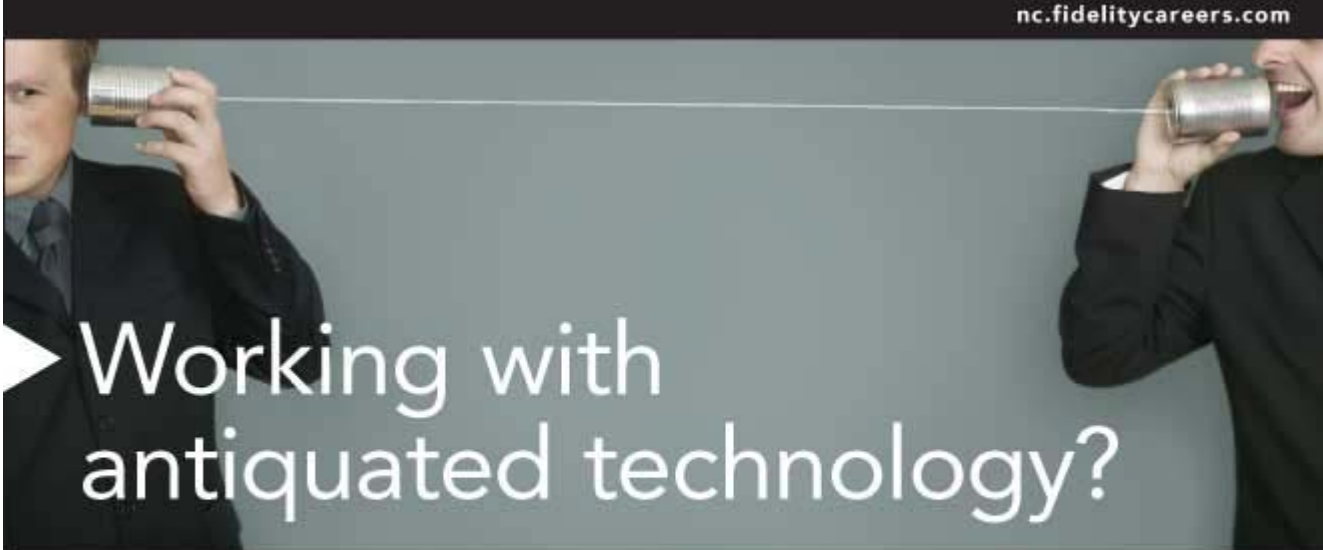
In this example, Onlinetickets.com displayed a call-to-action to text 'spring07' to enter a contest. This helped their advertising break-through the clutter at Spring Break.

The screenshot shows the OnlineTickets.com website interface. At the top, there is a navigation bar with the OnlineTickets.com logo on the left and a search bar in the center. To the right of the search bar, there are links for "SPORTS", "CONCERTS", "THEATRE", and "LAS VEGAS". Below the navigation bar, there is a large banner for the "Spring Break 2007 Promo - Your Chance to Win a \$500 Gift Certificate". The banner features a photo of two women in bikinis on a beach. To the right of the banner, there is a "POPULAR EVENTS" list with 10 items, including "The Police", "2007 RodeoHou", "The Cheetah Gi", "Spamalot Ticket", "NBA Basketball", "Bob Seger Ticke", "Cirque du Soleil", "Wicked Tickets", "Justin Timberlak", and "Christina Aguil". Below the banner, there is a section for "2007 OnlineTickets.com Spring Break Mobile Sweepstakes" with the text "NO PURCHASE NECESSARY. Void where prohibited by law." and "OFFICIAL RULES". The rules section includes "Who Can Enter:" and two numbered points: "1. Entrants must be a legal resident of the 50 United States and The District of Columbia." and "2. Entrants must be 18 or older by March 12, 2007 or minors who are 13 or older and have obtained the consent of their parent or legal guardian to enter the sweepstakes." On the left side of the page, there is a "SPORTS" sidebar with a list of categories: "MLB Tickets", "NFL Tickets", "NBA Tickets", "NHL Tickets", "NASCAR Tickets", "College Football", "College Basketball", "Golf Tickets", and "Soccer Tickets". At the bottom right, there is a "CITY SEARCH" section with "Atlanta" and "Chicago" listed.

Regionalize Advertisements for City Specific events like job fairs city events

You can lease a keyword for a long period of time and then assign it to a different city campaign each month. Verizon Wireless is using the same word 'myjob' to help promote hiring programs at call-centers across the country; and using it for a month in each appropriate city. For example, the word 'myjob' promoted a hiring program at a Charlottesville VA call center in March and is now supporting a hiring program in Houston during April.

Fidelity Investments also uses keywords in a regional way -- using words like 'triangle' and 'gopack' in their North Carolina hiring efforts in the RDU Business Journal and Raleigh News & Observer and other words in Massachusetts and other regional areas. They also choose different words per hiring type, using 'techjob' for technical positions.



nc.fidelitycareers.com

▶ Working with antiquated technology?

We spend \$2 billion a year on technology to drive our business and satisfy our customers. If you're interested in working with the latest technology, you need to apply.

Verizon Wireless uses qtags to boost recruiting



Can you hear me now?

Because Verizon Wireless is immediately growing their call center in Cranberry Woods (near Pittsburgh) by 200 positions, the company is working overtime to find employees.

So with the help of [NAS Recruitment Communications](#), Verizon Wireless is using [qtags](#) to boost response rates to recruiting ads for the Cranberry Woods Center on a variety of Pittsburgh radio stations.

Adding a text call-to-action is just a fun and different way to catch the attention of qualified job seekers," says Lauren

