



# The Opt-In Mobile Subscriber Service Plan



# What It Takes To Create & Implement A Successful Mobile Marketing Campaign

- Needs To Be Compliant
- Needs To Be Cost Effective
- Need An Effective Mobile Offer
- Need Opt-In Mobile Subscribers
- Need The Right Mobile Delivery System
- Need To Track Your Customer Responses
- Need Ongoing Offers Being Sent Out Regularly
- Need To Continue To Build A Large Subscriber Base
- Need To Use Keywords & QR Codes On All Advertising
- Need To Give Your Campaign Enough Time To Be Effective
- Need To Build A Company Branding & Customer Loyalty Group



***Subscribers + Good Offer + Consistency = Success!***

# Asking The Right Questions



- Can I Do This On My Own?
- Do You Provide A Delivery Platform?
- Who Designs My Advertising Campaign?
- What Is Considered A Good Mobile Offer?
- How Often Are My Mobile Offers Delivered?
- How Often Should I Change My Mobile Offer?
- How Does CPL Obtain It's Opt-In Subscribers?
- Can I Use My In-House List With The Mobile Platform?
- How Are My Mobile Offers Redeemed By My Customers?
- How Soon Will I See Customers Walk Through My Door(s)?
- How Long Will It Take For My Mobile Campaign To Be Effective?
- How Many Opt-In Subscribers Are Near My Geographical Localities?
- How Do I Enhance My Current Advertising With Mobile Keywords & QR Codes?

***Getting The Right Answers Is The Key!***



# Introducing The Opt-In Mobile Subscriber Service Plan

## Plan Objectives

- Help Drive New Customers To Your Business
- Help You Obtain New Opt-In Mobile Subscribers
- Help You Generate An Effective Mobile Marketing Campaign
- Help You Build A Company Branding & Customer Loyalty Group



CPL has created a mobile opt-in subscriber service that is unique to any other mobile platform on the market today. We have combined our state of the art mobile delivery platform with obtaining new opt-in subscribers for your business. This service is called **The Opt-In Mobile Subscriber Service Plan**.

Since most businesses don't have a mobile delivery platform or a mobile subscriber base, The Opt-In Mobile Subscriber Service Plan is the perfect solution. It's been designed to provide a simple and cost effective way for our customers to build an opt-in subscriber base with maximum results. The Opt-In Mobile Subscriber Service Plan gives our customers the ability to target their specific offers to subscribers in most geographical locations throughout the United States and Canada.

## Plan Benefits & Features

- Access To Millions Of Potential Subscribers (305 Area Codes)
- Build A Large Opt-In Subscriber Base (Real Time)
- Invitations To Opt-In Sent Out 6 Days A Week
- Lists Available Both In The USA and Canada
- Access To CPL's Mobile Marketing Experts
- Targeted Marketing By Cities & Zip Codes
- Effective Outgoing Message Design
- Professional Ad Design Included
- Stand Alone Mobile Offers
- 100% Legally Compliant
- CPL Does All The Work



## The All-In-One Mobile Delivery Platform

CPL has partnered with one of the largest technological companies in the development of the All-In-One Mobile Delivery Platform. Our patented technology is connected to all the major carriers and can send out over 300,000 text messages per hour. Our customers have full control in accessing the All-In-One Mobile Delivery Platform which includes over 30 tutorial videos.

- |                                 |                   |                   |
|---------------------------------|-------------------|-------------------|
| ✓ SMS Mobile Marketing          | ✓ Mobile Coupons  | ✓ Mobile Keywords |
| ✓ Picture/Video Marketing (MMS) | ✓ Voice Broadcast | ✓ Short Codes     |
| ✓ Instant Message Marketing     | ✓ Email Marketing | ✓ QR Codes        |
| ✓ Online Sign-Up Pages          | ✓ Social Media    | ✓ eCards          |
| ✓ Facebook Widgets              | ✓ Voting          |                   |





## Compliance & Regulations

CPL is compliant with all FCC and MMA regulations and maintains an electronic signature log on each subscriber as to the exact date and time they opt-in or opt-out for the service. Every out-going message contains a mandatory unsubscribe link that allows the recipient to remove themselves from your mailing distribution list(s). In the case of mobile messages, the initial message must include STOP instructions to opt-out of SMS messages.

## Successful Results

It's All About Results! Mobile campaigns vary from business to business depending upon "The Offer". Your success is all about "The Offer". The better "The Offer" the quicker you will receive results. CPL will help design an effective mobile offer in order to attract opt-in subscribers for your business.

Once we obtain a new subscriber for you, they will be sent your initial offer through the All-In-One Mobile Delivery Platform. You can increase your opt-in list further by taking advantage of the All-In-One Mobile Delivery Platform's features including Mobile Keywords, QR Codes, Social Media, and Online Signup Pages.



# Full Service Plans & Prices

SERVICE DESCRIPTION	1 Month Service Plan	2 Month Service Plan
Campaign Management Services	Included	Included
Setup Fees & Long Term Contracts	None	None
Includes Purchase Of Cell Phone Area Code Lists	2	4
Target Your Market By Zip Codes & Cities (within the area codes)	2 Area Code 10 Zips/5 Cities	4 Area Codes 20 Zips/10 Cities
Number Of Changes Or Modifications For Outgoing SMS Messages	3	5
Use Multiple Outgoing SMS Messages Simultaneously	1	1
Keywords	1	2
New Opt-In Subscribers Uploaded Into Your All-In-One Platform	Real Time	Real Time
Additional MMS Message Sent To Your New Subscriber After They Opt-In	1	2
SMS Outgoing Message Design	Included	Included
MMS Graphic Design	Included	Included
Outgoing SMS Messages Delivered To CPL Subscribers Per Day	1,500	2,000
Outgoing SMS Messages Delivered To CPL Subscribers Per Week	9,000	12,000
Total Outgoing SMS Messages Delivered To CPL Subscribers For The Duration Of The Service Plan	36,000	96,000
Number Of Weeks Of Service	4	8
Term Of Plan	30 Days	60 Days
Discount On Renewal Service Plans	5%	10%
Price	\$975	\$1,750



# Sample MMS Mobile Offers



## Restaurants & Bars

**Olive Garden**  
ITALIAN RESTAURANT

**20%**  
OFF YOUR ENTIRE  
TABLE'S LUNCH  
OR  
**\$5**  
OFF TWO DINNER  
ENTRÉE PURCHASES

Available at the following locations: (ADD YOUR RESTAURANT LOCATION ADDRESSES HERE) Expires on xx/xx/xx. COUPON OFFER: 6700040

640509-040147

## Hair Salons

ANY HAIRCUT  
**\$5 OFF**

www.supercuts.com **SUPERCUTS**  
Expires: 7/31, NSZ

**SUPERCUTS**

ADD YOUR SPECIFIC OFFER ADDRESSES & MAP LOCATIONS HERE

Track Every Single Offer

## Car Wash

**20% OFF**  
**ANY**  
Detail Service

**London Road**  
Car Wash  
Miller Mall

NOT VALID WITH OTHER OFFERS  
EXPIRES OCTOBER 31, 2013

ADD YOUR SPECIFIC OFFER ADDRESSES & MAP LOCATIONS HERE

Redemption Code: xxxxx

## Automotive

**MUNGENAST**  
AUTOMOTIVE FAMILY  
MUNGENAST.COM

**LIFT INSPECTION**

GET A FREE MULTI-POINT INSPECTION

- Brake Inspection
- Fluid Top-Off
- Battery Test
- Filter Check
- Belts and Hoses Check

ONE LOCATION  
OR  
MULTIPLE LOCATIONS

## Carpet Cleaning

919-291-2627 • www.CLEANINGNC.com

**MIRACLE**  
Cleaning

Carpet & House Cleaning

FREE ESTIMATE

"Voted the #1 Cleaner in the Triangle"

**\$20 OFF**  
CARPET CLEANING

ONE LOCATION  
OR  
MULTIPLE LOCATIONS

## Oil Change

**jiffylube**  
FAST. EASY. DONE.

**\$10 OFF**  
JIFFY LUBE SIGNATURE SERVICE® OIL CHANGE  
Offer valid at participating service centers.  
Not valid with any other offer.

Expires Code: SBPN10

www.jiffylubeca.com

OVER 20 LOCATIONS IN GREATER SACRAMENTO AREA

ONE LOCATION  
OR  
MULTIPLE LOCATIONS

## Fitness

Get the body  
**YOU DESIRE!**  
start today>>

**All Fitness**  
CUSTOMIZED TRAINING

Philadelphia, PA (610) 945-5447

**FREE** Free 1-hour session with any of our Fitness Professionals

INCLUDE A LINK TO YOUR WEBSITE OR VIDEO



# Frequently Asked Questions



## What Kind Of Businesses Use Mobile Marketing?

Some of our customers include Restaurants, Bars & Clubs, Beauty & Hair Salons, Retail Stores, Dry Cleaning, Fitness, Automotive, Tanning, Car Wash, Carpet Cleaning, Internet Businesses, Call Centers, Politicians, Realtors, Insurance Companies, Doctors, Chiropractic, Dentists, Churches, Schools, Casinos, and many more.

## What Makes CPL Different From Other Mobile Marketing Companies?

We know of no other company that offers an immediate "opt-in subscribers base" ready to accept our customers mobile offers. There are several mobile delivery platforms on the market. Nevertheless, without opt-in subscribers to send mobile offers, it's somewhat futile. It would be like having an automobile without any fuel. CPL mobile services are unique to any other mobile marketing company because we can provide your business with access to thousands of new subscribers who have opt-in to receive mobile offers. CPL solely owns and maintains a huge national opt-in database of subscribers who are looking for discount mobile offers. We can target market in most area codes, zip codes, cities, states, or Canadian Provinces.

## How Does CPL Obtain Opt-In Subscribers?

CPL is a verification service for opt-in mobile subscribers. We own and retain over 430 million cell phone numbers in the United States and Canada. We maintain a large national opt-in database of consumers who have requested to receive discount mobile offers through their cell phones. CPL maintains an electronic signature log on each subscriber as to the exact date and time they opt-in or opt-out for the service. We can target market in most area codes, zip codes, cities, states, or Canadian Provinces.

## Who Owns The Opt-In Subscriber List?

CPL has proprietary ownership of the opt-in subscriber list. However, once a CPL subscriber opts-in to receive your specific offer, that subscriber now becomes part of your opt-in subscriber base and your company also has ownership.

## How Are My New Opt-In Subscribers Captured And Delivered To My Platform?

CPL will send a SMS (text) message to our mobile subscribers with a special invitation to opt-in and receive "Your Offer". Our subscribers will be provided with a simple **KEYWORD** to opt-in to your All-In-One Mobile Delivery Platform. This **KEYWORD** is unique to "Your Offer" and will automatically capture your subscriber and send them "Your Offer". You have complete access and control over the platform and can even setup an automated sequence of additional offers as often as you see fit. The All-In-One Mobile Delivery Platform is 100 percent compliant with all FCC & MMA rules and regulations for sending mobile messages.

# Frequently Asked Questions

## What Is The All-In-One Mobile Delivery Platform And How Does It Work?

CPL has partnered with one of the largest technological companies in the development of the All-In-One Mobile Delivery Platform. Our patented technology is connected to all the major carriers and can send out over 300,000 text messages per hour. Our delivery platform will provide you with two distinct short codes (95577 & 70000), multiple keywords, and QR Codes (Quick Response). These features will allow you to continue to build your list and capture additional opt-in subscribers utilizing traditional advertising methods. Methods include walk in traffic, table tents, websites, television, radio, print, etc. You have full control in accessing the All-In-One Mobile Delivery Platform which includes over 30 simple to use tutorial videos.

## Key Features of The All-In One Mobile Delivery Platform

[-- Click Here To View Our Short Video --](#)

- ✓ SMS Mobile Marketing
- ✓ Picture/Video Marketing (MMS)
- ✓ Instant Message Marketing
- ✓ Online Sign-Up Pages
- ✓ Facebook Widgets
- ✓ Mobile Coupons
- ✓ Voice Broadcast
- ✓ Email Marketing
- ✓ Social Media
- ✓ Mobile Keywords
- ✓ Short Codes
- ✓ QR Codes
- ✓ eCards



## Do You Have A Track Record?

Absolutely, A Good One! Some of our domestic customers include Subway, Straw Hat Pizza, The Casino Lodge, The YNVA, AOG, The National Health Care Association, and several politicians who have run for office.

## Who Manages My Mobile Advertising Campaign?

CPL will manage your outgoing campaign and help build your opt-in subscriber base. Once you have a subscriber, it's up to you to send offers out as often as you see fit utilizing the All-In-One Mobile Delivery Platform.

## What Is Considered A Good Mobile Offer?

We consider any offer that will entice a customer to your business is a good offer. For Example: If you are a restaurant, a good offer would include 2 for 1 specials, 50% off specials, buy 1 get the 2nd one 50% off.

# Frequently Asked Questions

## **What Is The Difference Between SMS And MMS Messages?**

SMS – stands for “short message service” and is text-based only with a maximum of 160 characters. MMS – stands for “multimedia messaging service” and allows for the inclusion of video, picture, or audio into the text message. The MMS allows a maximum of 500 text characters.

## **Do You Have Any Restrictions On What Kind Of Offer I Can Send?**

Yes. We don't send any kind of pornography, alcohol advertisements, or anything else that the FCC has deemed inappropriate.

## **Can I Use My In-House List With The All-In-One Mobile Delivery Platform?**

Of Course! The All-In-One Mobile Delivery Platform can accommodate all of your opt-in lists including, mobile, email, instant message, social media, and even voice.

## **How Often Are My Mobile Offers Delivered?**

That depends upon you. The All-In-One Mobile Delivery Platform can send out your offers as often as you see fit. The platform can even be programmed to send offers out on future dates and specific times.

## **Do I Have To Use The All-In-One Mobile Delivery Platform?**

We require that all new opt-in subscribers that we help obtain for your business are uploaded into the All-In-One Mobile Delivery Platform for compliance reasons. Once the list is uploaded into your platform you have the ability to export that list and use a different delivery platform if you wish. Keep in mind, CPL has gone through great measures to provide you with the best possible platform on the market with competitive prices.

## **How Does The Opt-In Service Plan Work & How Much Does It Cost?**

CPL has created a mobile opt-in subscriber service that is unique to any other mobile platform on the market today. We have combined our state of the art mobile delivery platform with obtaining new opt-in subscribers for your business. This service is called The Opt-In Mobile Subscriber Service Plan. Since most businesses do not have a mobile delivery platform or a mobile subscriber base, The Opt-In Mobile Subscriber Service Plan is a perfect solution. It's been designed to provide a simple and cost effective way for our customers to build an opt-in subscriber base with maximum results. The Opt-In Mobile Subscriber Service Plan gives our customers the ability to target their specific offers to subscribers in most geographical locations throughout the United States and Canada.

# Frequently Asked Questions

## The Opt-In Mobile Subscriber Service Offers Two Plans To Choose From:

Each plan includes the design of your outgoing SMS message, the (SMS/MMS) mobile offer being delivered to your new subscriber, and the management of your initial outgoing mobile campaign. You will receive an instant text message or email (your choice) every time a new subscriber opts-in.

### 1 Month Service Plan

- ✓ Target Up To 10 Zip Codes or 5 Cities
- ✓ Change SMS Outgoing Message Up to 3 Times
- ✓ Includes The Purchase Of 2 Cell Phone Area Codes
- ✓ Includes 1 MMS Message 24 Hours After The Subscriber Opts-In
- ✓ Term: 1,500 Mobile Messages Delivered 6 Days a Week for 30 Days
- ✓ Total SMS Invitational Offers Delivered: 36,000
- ✓ Price is \$975

### 2 Month Service Plan

- ✓ Target Up To 20 Zip Codes or 10 Cities
- ✓ Change SMS Outgoing Message Up to 5 Times
- ✓ Includes The Purchase Of 4 Cell Phone Area Codes
- ✓ Includes 2 MMS Message 24 Hours After The Subscriber Opts-In
- ✓ Term: 2,000 Mobile Messages Delivered 5 Days a Week for 60 Days
- ✓ Total SMS Invitational Offers Delivered: 96,000
- ✓ Price is \$1,750



***Subscribers + Good Offer + Consistency = Success!***

# Frequently Asked Questions

## Once My Campaign Launches What Can I Expect?

It's All About Results! Mobile campaigns vary from business to business depending upon "The Offer". Your success is all about "The Offer". The better "The Offer" the quicker you will receive results. CPL will help design an effective mobile offer in order to attract opt-in subscribers for your business. Once we obtain a new subscriber for you, they will be sent your initial offer through the All-In-One Mobile Delivery Platform. It's up to you to send additional good offers to your subscriber base on a regular basis. Sending regular offers (1-2 times a month) will help you build a company branding and customer loyalty group. You can increase your opt-in list further by taking advantage of the All-In-One Mobile Delivery Platform's features including Mobile Keywords, QR Codes, Online Signup Pages, and Social Media.

## How Do I Get Started?

1. Contact CPL to determine if Our Service will be beneficial to your business. We can be reached Monday thru Saturday between the hours of 8:00 AM - 5:00 PM (Mountain Time). Our phone number is: (801) 407-1132 or Email: [info@cell-phone-list.net](mailto:info@cell-phone-list.net).
2. Decide upon which Opt-In Mobile Subscriber Service Plan will work best for your business and we'll email you a service agreement.
3. Complete the Online Fact Find Questionnaire and sign-off on your new mobile campaign.
4. Give CPL up to 5 business days to launch your new mobile campaign and start receiving new opt-in subscribers!

## What Is Your Refund Policy?

Due to the nature of our service, once a plan has been ordered we are unable to provide any refunds.

## Can I Do This On My Own?

Absolutely! CPL has been providing mobile area code lists to customers all over the world since 2008. If you prefer to purchase a mobile area code list and market on your own without our assistance and expertise that is your decision and perfectly OK. You may purchase cell phone area code lists at: [CellPhoneList.net](http://CellPhoneList.net).

# About Our Company

CPL (Cell Phone List LLC) founders have been involved in the direct marketing and advertising industry for over 26 years. Their advertising background and expertise includes television, radio, print, direct mail, and direct sales through call centers. CPL is located at 2825 E. Cottonwood Parkway in Salt Lake City Utah and got its start back in March of 2008 as a cell phone list management and verification company. CPL's primary function is that of a list compiler and verification service for opt-in subscribers. The company maintains over 430 million cell phone numbers and is one of the most accurate databases of all cell phone numbers in the United States, Canada, Puerto Rico, and the US Virgin Islands. The company has clients worldwide including Europe, United Kingdom, Hong Kong, and China.



**Contact Us**  
**(801) 407-1132**

Monday-Saturday • Hours: 8:00 AM-5:00 PM (MTN)

[info@cell-phone-list.net](mailto:info@cell-phone-list.net)

*Mobile Marketing Specialist*

## Our Guarantee

It's All About Results! CPL guarantees that we will do everything possible to insure your success by getting great results. We are proud of The Opt-In Mobile Subscriber Service Plan, and our high standard of customer service. We stand behind our service 100% and want your experience with us to be a great one.

*The Team From Cell Phone List LLC*

