

mPromo™

Promotions and Marketing



mPromo™ is designed to enable your organisation to fully exploit the power of the mobile channel as a marketing tool. For many years we have witnessed the increasing use of the internet for conventional e-commerce applications but innovative brands have begun to realise the true potential of the mobile internet. mPromo™ changes the game and will provide you with a class leading solution today.

The vast majority of your customers and prospects carry a mobile phone with them at all times so can you really afford to ignore the opportunity provided by this ubiquitous new channel?

mPromo™ is innovative and flexible and can be used in a variety of different ways to promote products, events and services. Communications can be highly personalised and customer interaction can be enabled directly through mPromo™ or by using integrated tools such as SMS and email.



For example, special offers and promotions relevant to a particular audience can be delivered in a timely fashion and instant audience participation can be actively encouraged by offering incentives or discounts to customers who register or sign-up immediately.

mPromo™ is a pre-configured solution that can be rapidly tailored to meet your organisation's specific requirements providing you with a highly flexible tool for mobile promotions to complement your existing channels.

Mobestar have been developing class leading solutions since 2001. Our team of dedicated professionals has a track record of delivering timely, innovative and useful business projects.