



Job Alert is a brand new service designed to speed-up the marketing process for recruitment specialists that distributes pictures, text, audio and video direct to prospects' mobile devices.

Unlike ordinary SMS text messages Job Alert cleverly converts video, audio, text and images into one small multimedia mobile package (MMS) that can be easily, quickly and cost-effectively distributed to multiple recipients.

Upon receiving the Job Alert, prospective clients can interact with the information either by clicking WAP links or by replying to the Alert.

Every Job Alert can be customised to show individual branding and contact details – in fact once registered, you are in total control of the information your clients receive and when they receive it.

Job Alert allocates a unique reference title to each position that can be included within your advertising. Prospective clients simply text the reference to a dedicated short code number – within seconds they will receive their requested Job Alert information.

The Job Alert Advantages:

- **Impact:** Pictures and video have far more impact than a text message or WAP push – generally 5 times more impact as measured by response rates.
- **Speed:** Most people carry their mobile with them at all times and therefore receive the Alert almost immediately. Our queuing algorithm optimises delivery.
- **High Acceptance and FREE to receive:** Visible branding engenders trust so the recipient will read the Alert upon receipt. Unlike WAP, our Alerts are free to receive and are right there on screen when opened – no extra clicks or downloads.
- **Driving Business:** Recipients can reply to the Alert to gain more information or click a live link through to a specific mobile web site.
- **Staying Power:** Most messages include an immediate call to action but Alerts are also perfect for sending short user guides or instructional videos. In many cases it is cheaper than posting, it is immediate and the customer stores the information on their phone for future reference.
- **Push and Pull Marketing:** Alerts can be sent directly or requested by individual mobile users to texting a unique reference to our dedicated short code.
- **'Always On' Marketing:** Alerts can be requested by mobile users at any time.
- **Viral Marketing:** Once received, any Marketing Alert can be played again and again and can be sent from mobile device to mobile device offering fast onward distribution of information and branding.
- **Reporting:** A complete view of your traffic, including hierarchical reporting so that appropriate individuals can view at branch or regional level.

For further information please contact us:

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MOBILE TECHNOLOGY

