

Add a viral component to your mobile program by offering consumers an opportunity to earn “points” for each person they get to text in to your program. “Points” can equate to entries into a sweepstake/contest, credits towards a purchase or cold hard cash. You build the incentive and Msgme handles the tools to generate unique codes, track referrers and build an extensive database of qualified buyers with intent to purchase.

HOW IT WORKS FOR THE CONSUMER

1. Bob sees a mobile call-to-action from Brand A to text **BOWL** to **44144** to enter a sweepstake for a chance to win two tickets to the Super Bowl and get great exclusive offers from Brand A.

2. Bob texts **BOWL** to **44144** and gets back a message confirming he has successfully entered the sweeps.

Immediately following the confirmation message, Bob receives a second message explaining how he can earn additional entries into the sweepstakes by referring his friends and having them text his keyword to enter as well. The keyword is comprised of the original BOWL keyword plus the last four-digits of Bob’s mobile (3032) making it easy for him to remember.

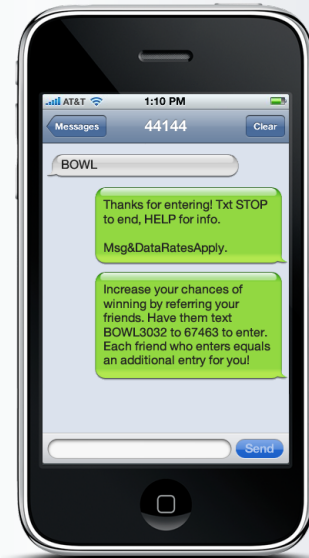
3. Bob is smart and immediately tells his friends to text **BOWL3032** to **44144** to win tickets to the Super Bowl.

4. Jim jumps on this great offer and texts **BOWL3032** to **44144** giving Bob an additional entry into the sweeps and increasing his chances of winning.

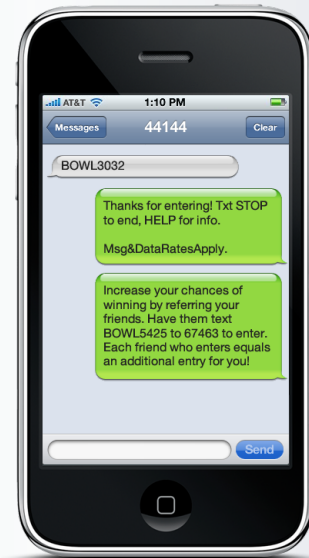
Jim now goes through the same process as Bob and receives the sweeps confirmation message and the viral message with his unique keyword.

WHAT THE BRAND GETS

- Brand advocates with a simple and easy way to spread the word
- Exponentially more subscribers and entrants into the program
- A method to communicate additional offers to subscribers
- A list of all entrants and the folks they referred



Bob's initial text entering the Sweeps, with viral code generation response.



Jim's response to Bob's message, texting his dynamically generated code. Jim's own new viral code is now generated.