



Newsletter

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Editor`s Note

Did you know that in 2004, 500 billion SMS`es were sent world wide? Did you know that 95% of all SMS`es sent are read within 15 min?

The SMS business indeed is quite effective world wide. That is why we are constantly improving our service and introducing new offerings, SMS technology will be around for a long while.

This month we introduce a toll-free cell phone number, with the same digits as your short code that will improve the two-way communication between you and your clients. Read more on page two.

On page three, we feature our new services and all the exciting competitions that will be launching in June. Please feel free to enter as many times as you like.

Happy SMSing,

Charlene Hartung



New Clients

This month we welcome Desert Jewel and Mermaid Casinos. Both Casino's hosted a competition to promote their Premium Club Membership. To sign up as a member please contact them directly.

Announcements

By now you would have noticed the new look and feel of the website (picture here-under). It's the same address but a different look, with a group photograph and a Google map to our office. The new site also features our corporate adverts fading into each other. Quite an innovative design.



Apart from our exciting new look on the website, we have a new service feature - You are now able to call to a short code. Lets take NAMCOL as an example, with short code 320, students can now call to **081 9 320** toll free, and the call will be forwarded to their land lines. A service worth considering if improving your client service is your goal.

Give us a call if you'd like more information.

MooObile

MooObile will be embarking on a very exciting project this month in partnership with the NBC- its called "Pimp Your Life with Whatagwan".

It's a lifestyle programme where prizes are given away on the television show Whatagwan to viewers every Tuesday. Winners are then invited to the show to collect their prize. This is an initiative by MooObile.

To enter you have to SMS **PIMP** and what you perceive a successful life to be and send that to **5003**.

MooObile is also launching other new services, time zones and emergency numbers.

SMS '**ZONES**' to **5002** to receive the time zones and '**HELP**' to **5002** to receive emergency numbers.

We are also giving away a Blackberry Curve during July. To enter, simply SMS **CURVE** to **5003**.



Just SMS 511

Get your daily Bible verse!

SMS **BIBLE** for an English verse,

BYBEL for a Afrikaans verse and

OMBIBEL for an Oshiwambo verse to **511**.



DMS Corporate

In an effort to improve our client service and product offering we have compiled a survey we'd like all our clients to complete. You can find the

survey on our website, under 'Client Questionnaire'.

It can be done electronically and submitted on the website as well.



8 Uses for SMS in Small to Medium Sized Businesses

Over the past fifteen years the mobile phone has become the world's communication device of choice- far more preferred than the use of landlines, television and radio, for example.

The magic of the mobile phone no longer lies only in its portable nature, but also in its simplicity, its usability and its adaptability. As a personal device for individuals, it can literally be said to have revolutionized the way that friendships, families and relationships function. Importantly too, however, thousands of successful businesses have recognized the power and reach that can be achieved with Mobile Marketing. Why? Because a mobile phone represents an immediate and highly personalized channel to the consumer that other media battle to infiltrate.

One of the most successful forms of mobile marketing has been in the use of Bulk SMS (SMS Marketing). Although SMS Marketing has spread like wildfire between businesses of all sizes, the small to medium sized business, particularly, stands to benefit from this form of advertising.

Because we so strongly believe in the power of SMS and because we like to help out, we have listed eight ways in which SMS Marketing can powerfully enhance the advertising capacity of your small to medium enterprise:

1. Mobile messaging can effectively level the playing field between large and smaller enterprises because of its cost-effectiveness. Small businesses with limited budgets are able to reach as wide an audience as larger enterprises, due to the low per-message costs.

2. Messages are targeted and always based on the consensus of the consumer; and if you know your target market well you will be able to

relax in the knowledge that your messages are appropriately tailored and that you have spent your money in a worthwhile way.

3. Due to this targeted nature of SMS Marketing, response rates with mobile messaging are much higher and the revenue of your small to medium sized enterprise thus increases.

4. Mobile Marketing is instant- you can reach people wherever they are, whenever you need to. There are therefore no long delays that may draw out the process of seeing a return on one's investment.

5. With Mobile Marketing, small enterprises are able to retain their existing customers, as well as gain new ones.

6. The interactive nature of SMS Marketing creates the opportunity for a dialogue to ensue between you and your customers, meaning that you are more informed about your clients than you would be using other means of advertising.

7. Access to real-time reporting of each message that is sent out means that the small to medium sized business is able to exercise control over its communication.

8. Finally, messages can easily be automated and there is no need for personnel to have to monitor the process: You save both time and money.

With Africa fast becoming the most exciting emerging market to be in, small to medium sized African businesses can benefit (and certainly already are benefiting) from the uses of SMS Marketing as they expand their horizons.

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