



Newsletter

March 2011



From the Editor

The year has barely reached a trimester and some of us feel that we need a holiday. 2011 started off with a bang. At DMS we bear testimony to the excitement.

We are growing at a tremendous rate, in February we added 3 new clients, we added 3 new exciting campaigns, and a brand new project called MooO Phones. This is indeed very exciting developments. MooObile has branched out to selling cell phones. Please give our office a call if you'd like to see our catalogue.

We hosted a training workshop on our web services, and if you could not attend, please inform us, so that we can provide you with the training manual. You did indeed miss a very exciting morning.

I wish you all a wonderful March.

Happy SMSing,
Charlene Hartung

Introducing new Clients

In February we welcomed Infinity South Africa, NTN and Namibian Sport to our existing client base.

We are looking forward to see some growth for them as they embark on the journey of SMS revolution! Infinity SA has crossed borders to make use of our great services. They will make use of DMS to enhance communication to their partners.

NTN is giving away daily free tickets to the Trevor Noah Show. So get SMSing!

Namibian Sport is also hosting a competition for the Heineken Cup, for more information visit their website at www.namibiasport.com

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DMS in the Media

As part of our corporate social responsibility initiative for 2011 we sponsored learners at NAMCOL'S annual prize giving for top achievers.

We are proud to have been part of such a great initiative, and we hope to support more initiatives like these in future. At DMS we believe in giving back to the community, and education is definitely the gateway to an informed community.

We trust that NAMCOL will grow to accommodate more learners. To all the new learners, "good luck with your academic year in 2011".



Picture on Top: left - Wency (DMS) presenting a dictionary to Nathan Titus (NAMCOL learner) for best performance in English in Grade 10.

Announcements

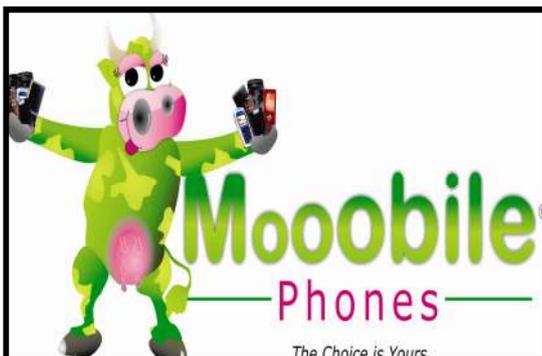


We are proud to announce the great success we had with our first ever training workshop. The turnout was wonderful and we had great feedback from everyone who attended.

This was part of our CRM strategy for 2011, as we believe in providing a service that will add value to your business and by providing the best service and after-sales service to our clients. We also provide each attendant with a manual at the clinic that would serve as a

MooOble Phones

DMS prides itself with innovation at its best and hereby introduces our new service - MooOble Phones. MooOble phones stock the most sought after phones on the market. Our



phones are straight from the manufacturer, skipping the middlemen and in doing so making them more affordable.

Learn more about our latest specials! SMS **Phone** to **5001** one of our friendly consultants will contact you.

MooObile!

MooObile has a lot lined up for March. Last month we had the mimes that were entertaining the crowds of Windhoek! This month we will be bringing more laughter to our customers.

Namibians can become part of the MooObile Namibia Comedian Network.

SMS **Laugh** then your joke to **5001** and one of your jokes might make the nation laugh out loud! You will be notified via SMS if your joke made it.



We will host a Namibia Independ-

ence SMS quiz on NBC National Radio and Oshiwambo Radio. Prizes will be a cell phone, cash and

airtime! SMS **21** and the **answer to the question** to **62221**.

Winners will be announced on the 22nd of March 2011. SMS charged at N\$ 1.00 and N\$2.00 respectively .

Picture on Top: MooObile MIMES on a Saturday Morning!

Just SMS 511

Just SMS 511 was introduced with the aim to bring the bible closer to you in providing you with a SMS bible verse.

This month we will be giving away T-Shirts on the New Season Christian program on NBC every Sunday for the next month. We will visit more churches too.

Just SMS 511 is using technology for God's Glory!



For a bible verse SMS **bible** in English to **511**

or **Bybel** for Afrikaans to 511 or

Ombibeli for Oshiwambo to 511.

Let God be your mentor in all your decisions, anywhere anytime of the day. SMS'es cost N\$ 2.00.

Announcements

Please send us your birthdays,

If your logo is not on our website yet, please forward it to us.

Bulk SMS for Better Business

What is bulk SMS? Bulk SMS gateway is a step- by- step procedure of dispatching huge quantities of text to your customers. As a business, you have a desired target. In order to achieve this target, you have to consider a marketing device that can be used for demonstration of the product/s.

DMS Bulk SMS (Short Message Services) has brought revolutionary changes in telecommunication industry as well as other industries in order to reach these targets. It would not even be a hyperbolic expression to say that Bulk SMS services completely changed our way of living and reaction toward promotion and marketing.

SMS marketing has grown phenomenally over the past few years and one of the most widely practiced applications include bulk SMS services which makes it possible for any business to reach thousands of customers within no time. The most important task of the company adopting Bulk SMS is to make sure that the right message reach people in time so that they can react through bulk SMS.

Bulk SMS services are specially offered to ease your business operations as sending promotional messages becomes a lot easier with this marketing tool.

You can use this facility to send promotional offers and important events happening in your business to keep clients up to date. The use of SMS software makes it easier for the marketers to backpack on the business and as well offers a lot of accessibility in sending of letters at "one go". There are SMS gateways that allows you send around 25000 messages per minute. This will be a real great boom for businesses.

You can type a single message and choose to send to all 25000 people at "one go". Most of the companies find it difficult to cater for each and every targeted customer in their database with the usual marketing techniques, so bulk SMS is the better option to achieve your market, without

spending any money. Some of our clients have popularized certain products/ services or brands by registering that as their SMS sender through DMS SMS server.

DMS Bulk SMS is a trump card for any business or organization, to advertise their brand name or products with bulk SMS rather than using more expensive services. DMS SMS Bulk services can be called economically and is an effective way of advertising and communicating with common masses with best return on investment. Bulk SMS services are like a vast universe, which is expanding in size and are accepted by most of the corporates.

Every day new media of communication are introduced in the digital marketing world and the intention is only to make people more aware and vigilant about the new updates of the products and services.

Though bulk SMS services have their own hazards and disadvantages (SMSing are just limited to a restricted amount of characters or words) and these SMS services can't neglect the decorum of cyber and SMSing laws, yet is useful to some extent. Nevertheless, the importance of bulk SMS text messaging can't be ignored as it is fruitful.

However, for its economic, affordable and increasing usage trends and contribution in digital communication, it makes a vital part of digital advertisement.

For the best uncomplicated bulk SMS solution in town contact DMS!

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