



Newsletter

May 2011



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Note from the Editor

All the extended weekends and holidays in May has the tendency to make us rather feel “lazy” and laid back. In spite of all the bonus days, we at DMS are proud to share the latest developments with you.

We have added one new staff member to our dynamic team, we will host new competitions and for May we will be conducting our first client survey. We value each and every one of our clients and would like to get your opinion on our services. Kindly assist us to improve our service to you.

We are in the process of revamping our website, so there will be a few changes. You are welcome to visit our Frequently Asked Questions link (FAQs), for clarification on a few points. You will also notice that your logo has moved to a link indicating our clients.

We wish you a blessed May.

Happy SMSing!
Charlene Hartung



New Clients

This month we welcome Questor, Suzuki and VMobile.

Questor will be making use of the DMS billboard and Bulk SMS system. They had their first glamorous red carpet event on the 30th April at Chez-Ntemba.

Suzuki would like to improve communication with their stakeholders.

VMobile sells virtual airtime and their competition ends on the 30th June 2011. Their grand prize is a brand new Nissan bakkie. All you have to do, is simply SMS the word VMobile to 66066.

Winners will be announced on Friday, 1st July 2011. SMS'es are charged at N\$ 3.00 across all 3 networks, terms and conditions apply for entering the competition.

Voting for the Namibia Music Awards, aka NAMA Awards 2011 are hosted by DMS. Remember you can only vote once!

Watch the press for more details.

Competitions

DMS will host the following competitions in May:

- VMobile competition closes on the 30th June. They are giving away a Nissan Bakkie. To enter SMS VMobile to 66066;
- Castle Breweries are giving away 7 holidays worth N\$30 000 each in their Ka-Braai-Na promotion. To enter SMS Ka-Braai-Na to 88088.

We'd like to congratulate the following companies on their successful campaigns:

- Red Bull hosted the Red Bull Roxette competition, the winners were Kurt Heinz Hansen and Micheal Viera, both from Windhoek.
- Diverse Distribution hosted the Bakers Five Roses competition, the grand prize winners were: Martha Yon from Walvis Bay who won a HP Laptop and HP Printer; Pamela McMaster from Windhoek won a Sony Play Station and Jacky Husselmann also from Windhoek won a Garmen GPS.

MooOobile



We celebrated Mothers Day on 8 May.

MooOobile gave away prizes to 3 lucky mothers.

The Spa Treatment worth N\$700 went to Mariette from Windhoek;

A Bunch of flowers went to Verity from Swakopmund; and

A months free Bible verses to Andilene from Windhoek.

MooOobile Phones will also be opening soon!

Watch out for more exiting MooOobile competitions coming soon!

Just SMS 511

For May, Just SMS 511 is giving away 4 bibles on Channel 7 to lucky listeners.

All you need to do is SMS Ombibeli for English or Bybel for Afrikaans to 511, and you will get your verse for the day plus you stand a chance to win yourself a Bible.

We are also giving away blankets, stoves and mattresses to 9 lucky winners. Listen to Channel 7 Oshiwambo radio for the details.

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

To subscribe to this service, just SMS

SUB to 511 and one of our consultants will call you back.

SMS'es are charged at N\$ 2.00 across all networks.



DMS Corporate

At DMS we are driven by innovation. Not only in our product offerings, but also in the way we present ourselves to our clients.

Businesses require an affordable marketing tool that provides performance and reliable results while reflecting their personal style. DMS` SMS solution is engineered exclusively to meet your on-the-go business needs.

DMS will put your business centre stage with our advanced SMS marketing web services and professional staff that are driven by strategic relationship management. Interesting enough, statistics reveals that there are four times as many mobile phones in the world as PC'S, and an SMS gets seven times more the response than that of a e-mail. In this way, it's easy to see the advantages of SMS marketing.

DMS` ultimate goal is to ensure that customers get the competitive edge in any market or industry.

We put your business centre stage

A single, vibrant green apple is centered on a dark background, illuminated by a bright, circular spotlight effect on the surface below it.

We at DMS understand our client needs and focus on taking care of these through our unique SMS based solutions. We offer easy to understand technology that will make communication with your target audiences easier than what you think. If you haven't tapped into the vast opportunities which DMS offers through our innovative SMS technology, you may need to re-think your business communication strategy. Whether it is improving your communication channels, hosting competitions, gathering qualitative research information, brand or product surveys or creating brand awareness - we have a solution that will meet your expectations and your budget.

The logo for DMS (Dynamic Mobile Solutions) features the letters 'dms' in a stylized, lowercase font with a blue and green color scheme, and the full name 'DYNAMIC MOBILE SOLUTIONS' in smaller text below it.

Call us at 061 250 576 or email us at Charlene@dymoso.com or visit our website at www.dymoso.com.

Announcements

We will be conducting a survey amongst our clients during the month of May. The survey will be available on our website during the next few days. We will also send an envelope with the questionnaire to your office for completion. Your response will be highly appreciated.

Top 4 SMS Marketing Trends

Recent industry reports have revealed that consumers are showing a greater inclination towards receiving SMS advertising and marketing messages. Here are the Marketing Management Association's top 5 trends to watch out for in 2011:

1. Personalization and privacy will increase effectiveness and credibility of the mobile media as a marketing channel: As SMS technology continues to evolve; SMS marketing messages will become increasingly personalized / relevant. In Addition, the adoption of transparent, permission-based marketing along with the introduction of regulations and applications for blocking unwanted content will help to overcome the perception that mobile advertising is nothing but spam. SMS will be the only truly conversational and measurable medium that can lead to an actual, real-time increase in business- to-consumer transactions.

2. SMS micro payments - The electronic payment industry is growing rapidly and provides significant opportunities for all electronic payment channels including those on mobile platforms. In developing countries, mobile banking services can address a service gap that is critical to their development. The key advantage of the introduction of mobile payment will be quick transactions. There are no credit card readers, no paper slips and more security than written forms. It will be like an electronic wallet that a customer will always have access to and will provide them with relevant purchase opportunities while they're on-the-go.

3. The re-emergence of mobile blogging – As mobile phones become more sophisticated and feature-rich, they are increasingly being used as a replacement for computers. With the introduction and adoption of tablet devices, the consumers now have greater speed, connectivity and battery life in their mobile devices. Several writers/bloggers are already using these devices to pen down their thoughts. With processing power that allows for editing and upload of content in various formats, these mobile devices are fast becoming the preferred travel gadget for professionals and have created opportunities for the development of a whole new set of user applications.

4. Continued proliferation of smart phones and mobile Internet advertising – It is expected that by 2011 over 85% of handsets shipped globally will have browser capabilities. The relatively large growth in smart phones combined with their superior user interface will continue to encourage more people to access conventional websites on their mobile handsets. Business to- consumer applications can be delivered using conventional Web tools as well as Web adaptation tools. As smart phone penetration increases, more users will possess the technology to view richer content on their mobile devices making the medium extremely useful for marketers.

DMS putting your business centre stage!

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