



M3 Technologies Pakistan (Pvt.) Limited  
(Formerly AKN Messaging Technologies Pvt. Ltd.)



# Mobile Marketing

## Anywhere, Anytime, AnyCustomer

Mobile Media Marketing has become an established mode of marketing across the world allowing marketing to reach out to potential and existing customers with personalized brand messages anytime and anywhere. Mobile Marketing is an integral part of digital media advertising which allows brands to interact with customers through 'always-on' mobile phones. Mobile Marketing is more direct, more personalized, more measurable, more cost effective and is more creative in keeping customers engaged with the brands message.

M3TECH has conducted over 300 mobile marketing campaigns in Asia for a diversified portfolio of international brands with unique marketing objectives. M3TECH Pakistan is a pioneer of mobile marketing in the country and works closely with over 25 leading brands anycustomer, anywhere, at anytime

## Why Mobile?

Only advertising medium which ensures 100% reachability of marketing message

Most cost effective advertising medium with very low per reach cost

One of the best mediums to enable personalized brand communication with customers

Time and location based marketing enabling true anywhere and anytime advertising

More creative ways engaging customers with the brand through multiple channels

Extending the mobile experience by offering informational services such as weather updates, news and horoscopes

Mobile marketing offers rewards of traditional direct marketing at a fifth of the cost

Design and execute SMS based game show and promotional activities

Quickly and accurately acquire valuable market intelligence through simple surveys and quizzes

Create brand value by engaging in an interactive dialog with your customers

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<http://www.m3tech.com.pk>

Valued Proposition



### Valued Clients



AND MANY OTHER BRANDS

### M3TECH'S MOBILE MARKETING SERVICES

- Most Comprehensive mobile marketing services in Pakistan
- End to end services from idea conceptualization to campaign design & execution
- Innovative mobile products based on wide array of technologies to ensure better customer interactivity
- 360 degrees new media services on multiple platforms including SMS, Web & Call centers
- Cost effective, high reach and more measurable solutions for brands
- Specialized branded mobile applications & games with options of in-game advertising

### M3TECH Marketing Edge

Global wireless network access using a range of technologies (including SMS, MMS, WAP, Web & 3G) to interact with and distribute services to more than billion consumers across the globe

Powered by the largest mobile value added services provider in Pakistan directly connected with over 500 networks globally and 5 networks in Pakistan

An open content management platform that allows the creation and optimization on multi-channel campaigns on over 700 handsets

Team of 200 + experienced professionals that can help you deploy your campaigns in Pakistan and in International by providing much needed local insight into specific codes of conduct & communication rules and with support for market uniqueness

Strong focus on quality of services that is supported by a decentralized architecture, a 24/7 supervision centre and a suite of operator-class back-office tools

Solid financial base ( listed on Kuala Lumpur Stock Exchange) supporting long-term, secure partnerships with our more than 200 active customers, including several global blue chip companies

Over 10 years of international experience while understanding mobile consumer behaviors in 7 countries and building centralized marketing intelligence knowledge base

- BRAND ACTIVATION
- VIRAL MARKETING
- SALES PROMOTION
- BRAND AWARENESS
- BUILDING/POSITIONING
- DIGITAL MARKETING
- MESSAGE RETENTION
- PROMOTIONAL MESSAGES
- ATTRACTING FOOT TRAFFIC
- CONSUMER ENGAGEMENT
- ATL/BTL MEDIUM SUPPORT
- MARKET RESEARCH

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