



Please look through the following pages to find your business for some ideas on how you can use mobile marketing to engage your customers. If you don't see your business, don't worry, this list does not cover all business types. In fact we learn something new from our customers all the time, Please contact us at merchant@digitalairmedia.com and we will work with you to see if there is a fit between Digital Air Media and your business.

New Loyalty Program

We are pleased to announce our new Mobile Phone/Smartphone Loyalty Program. This new program allows you to create a Digital Punch Card that is administered from your Digital Air Dashboard and can be set up to track by number of visits or even set a goal based on amount spent at your business. Everything is tracked, and the customer can check on how many more points they need or dollars spent to reach goal. They are then automatically awarded when they reach their goal and the program then starts over for the customer. While you are able to check stats at any time to see how well your program is working. The best part? It is all done on your customers phone, the one thing they will always have with them. If you would like to find out more, email us at info@digitalairmedia.com or call us at 479-685-3142.

Business Solutions



Mobile phones are now the #1 communication tool in the world. Every month over 400 billion text messages are sent in the U.S. and Canada, which equates to over 10,000 per second!

Believe it or not, it is estimated that a full 15% of those texts are sent for marketing purposes. So who is using text marketing? Well, to put it bluntly... **EVERYONE.**

Everyone from pizzerias to non-profits, churches to radio stations are using this simple, effective method of communication to reach their audience faster and easier than ever before. And the best part is, it works!

You see, a recent study found that consumers actually want to receive more information and discounts directly to their mobile phones. Face it, your customers don't read their emails anymore. And direct mail is just too costly—to both you and the environment. Text marketing is the "green" way to promote your business or communicate to your members. And we don't just mean "green" in the traditional sense; we mean "green" as in it will make you MONEY.

Virtually every business or organization in existence can benefit from the powerful impact of mobile marketing, and Digital Air Media makes using this technology both incredibly easy and surprisingly fun. With Digital Air Media you will save money, improve customer loyalty and drive more sales or action from your base.

How each category can use text marketing . . .



<p>Clothing Store</p>	<p>Digital Air Media is PERFECT for retail. Simply invite your customers to text your exclusive keyword to 71441 to join your "Mobile VIP List". Customers will eagerly opt-in, providing you access to them on demand whenever you want to share a special deal, sale or opportunity. Turn a slow day into a winner almost instantly just by sending a broadcast to your VIP list. The uses are endless, but the results are the same... more loyalty to your store, and more sales!</p>
<p>Colleges</p>	<p>Colleges today, more than ever, need to be in constant contact with their students. Email has lost much of its effectiveness, but mobile is "king". That's why so many colleges have turned to SMS/text messaging to build a communications system that can reach the vast majority of the student body instantly. Digital Air Media works with colleges to help them build their database quickly and easily, allowing them to broadcast important announcements on demand in the event of emergencies or to promote events and opportunities.</p>
<p>Lawn Care</p>	<p>Lawn Care Specialists use Digital Air Media as a way to keep in contact with regular customers by offering special services throughout the seasons. This strategy can pay off right away by texting all your mowing customers to offer tree care, landscape and even pool services. Plus you will end up with a bunch of referrals to new customers. You would never have been able to get the word out so quickly otherwise. And when it's winter, you will be able to create a whole new income stream by sending out texts about Christmas light installations.</p>
<p>Hair Salons</p>	<p>If you run a hair salon, how do you keep in contact with your customers? You probably don't. But you can increase business 10-15% by building a VIP list of your customers and sending them occasional special offers. You could even send them weekly grooming tips and tricks that share your knowledge and enhance your value to your customers. You'll build loyalty and goodwill, and your customers will keep coming to you again and again.</p>
<p>Youth Leagues</p>	<p>Digital Air Media gives you a way to inform parents of schedule changes and last-minute rainouts. The results are instant. Many times parents don't see their emails in time and they show up to cancelled games. Now they can literally receive a text message before they walk out the door, allowing them to stay at the dinner table or avoid dragging their kids out unnecessarily.</p>
<p>PTA</p>	<p>Many school booster clubs or parent organizations use Digital Air Media to stay in communication with their supporters. Unlike with traditional businesses, their goal is not to increase sales, but rather to improve their communication with the community. By encouraging every member of your organization to opt in to your list by texting your keyword to 71441, you will have instant access to them via their cell phones. This is invaluable access in the event of a last-minute schedule change, cancellation, or to promote fundraising events or group activities.</p>



<p>Promoter</p>	<p>If you promote events, there is no better tool in your toolbox than Digital Air Media. We could be your secret weapon. Fans want to know about your events, but they don't always know where to find them. Just build a database and send out a text blast every week with your upcoming schedule and watch the response. You'll bring the crowd and your clients will see the difference!</p>
<p>Sports Teams</p>	<p>Professional sports teams from the Buffalo Sabres to the New York Yankees to the Toronto Raptors are using mobile marketing to stay in touch with their most loyal fans. Minor league and college sports teams can also benefit from the exploding popularity of text message marketing, and Digital Air Media is the perfect solution. Blast game scores, special ticket offers and other valuable information on demand. Build fan loyalty and increase attendance. It's a win-win.</p>
<p>Tanning Salon</p>	<p>If you own a tanning salon, how do you keep in contact with your customers? You probably don't. But you can increase business 10-15% by building a VIP list of your customers and sending them occasional special offers. You could even send them weekly tanning tips and tricks that share your knowledge and enhance your value to your customers. You'll build loyalty and goodwill, and your customers will keep coming to you again and again.</p>
<p>Golf Courses</p>	<p>Digital Air Media can help golf courses fill tournaments, save time on the phone for weather cancellations, updates, tournament results, tournament schedules and more. Send out specials on golf lessons or demo days or sales on golf equipment and clothing.</p>
<p>Politicians</p>	<p>If you are running for political office, Digital Air Media can be an integral part of your campaign. Imagine being able to instantly announce your schedule, appearances or other information with your supporters whenever you need. In just 5 minutes you can be in front of your most loyal supporters with whatever message you need to communicate. Already in office? Let your voters know about your biggest accomplishments. Nothing compares to the reach and impact of text.</p>
<p>Car Washes</p>	<p>When customers come to your car wash, you have a captive audience while they are in their cars going through the wash. Why not share your Digital Air Media keyword and encourage them to opt-in to your VIP list. They can literally opt-in on their cell phones while they are going through the wash! You will be building a database of customers that you otherwise wouldn't even know existed. You can then send special offers anytime you wish to increase business during your slower times. Imagine waking up to a rainy September morning knowing it will be a slow day. Then you send out a mobile coupon offering half off and watch your day take off!</p>



<p>Chamber of Commerce</p>	<p>Many Chambers of Commerce find keeping in communication with their member businesses challenging. Busy business owners don't always read or respond to their emails in a timely fashion. But our Digital Air Media customers have found that business owners DO read their texts. So if you want to remind your members of tomorrow morning's meeting or tonight's mixer, all you have to do is send a quick text broadcast and you will experience immediate impact. Attendance will go up, and members will appreciate the simplicity and effectiveness of your communication.</p>
<p>Government</p>	<p>Your town, city or municipality can leverage the power of mobile messaging to communicate important information to your citizens. More effective than email or direct mail, you can increase attendance at town meetings, reach the masses quickly in the event of an emergency, and share opportunities for community involvement. There is no limit to the uses that can be applied.</p>
<p>Fraternity</p>	<p>Many fraternal organizations use Digital Air Media to stay in communication with their members. Unlike with traditional businesses, their goal is not to increase sales, but rather to improve their communication with their inner circle. By encouraging every member of your organization to opt in to your list by texting your keyword to 71441, you will have instant access to them via their cell phones. This is invaluable access in the event of a last-minute schedule change, cancellation, or to promote fundraising events or group activities.</p>
<p>Radio Stations</p>	<p>Media outlets of all sorts, including radio, television and newspapers, are utilizing mobile marketing in fresh and exciting ways. Build brand awareness and loyalty by delivering critical news updates on a variety of consumer-selected topics. Encourage feedback and build interactive relationships with your readers. Digital Air Media provides versatile functionality to accomplish a range of creative uses for radio stations and other news and media content sources.</p>
<p>Hair Salon</p>	<p>If you run a hair salon, how do you keep in contact with your customers? You probably don't. But you can increase business 10-15% by building a VIP list of your customers and sending them occasional special offers. You could even send them weekly grooming tips and tricks that share your knowledge and enhance your value to your customers. You'll build loyalty and goodwill, and your customers will keep coming to you again and again.</p>
<p>Car Dealership</p>	<p>Car dealerships are a particularly hot market for mobile marketing. Imagine being able to reach all of your past customers every time you run a sale or promotion. How about sending them a happy birthday text every year to keep your dealership top of mind. Want to announce the arrival of the new model year vehicles for one of your brands? Easy. You can broadcast the news to your entire customer base in 5 minutes or less!</p>



<p>Churches</p>	<p>Digital Air Media is perfect for all faith-based organizations. Not only does it allow you to communicate with your entire congregation on demand with any important announcements or scheduling changes, you can also leverage the technology to educate and inspire your flock. Many of our Digital Air Media customers, for example, send weekly bible verses, which provide an instant source of motivation and reflection in an otherwise busy day. It's like having a personal billboard with which to reach every member of your church whenever you desire.</p>
<p>Pizzeria</p>	<p>Text PIZZA to 71441 and you will immediately realize why dozens of pizzerias are signing up with Digital Air Media every single month. Just share your Keyword with all your customers and invite them to join your "Mobile VIP Club". Once you build your database, you can then send special offers anytime you wish to keep your pizzeria humming all year long. Having a quiet Tuesday? Send out a mobile coupon for a free order of breadsticks with a large pizza and watch your phone start ringing off the hook. Send your message at 4:30 when everyone is deciding what to do for dinner, and by 4:35 you'll know that 95% of your customers will have seen your offer! You can't accomplish that with mailers or email. You can only have that kind of impact with mobile marketing.</p>
<p>Oil Change</p>	<p>Digital Air Media can help you immediately build a database of your customers so that you can now regularly communicate to your growing list of "mobile VIP club" members with special offers, discounts and coupons. Your business will grow and you will continue to find new uses for your mobile marketing efforts.</p>
<p>Sororities</p>	<p>Many fraternal organizations use Tap Tap Design to stay in communication with their members. Unlike with traditional businesses, their goal is not to increase sales, but rather to improve their communication with their inner circle. By encouraging every member of your organization to opt in to your list by texting your keyword to 71441, you will have instant access to them via their cell phones. This is invaluable access in the event of a last-minute schedule change, cancellation, or to promote fundraising events or group activities.</p>
<p>Boutique</p>	<p>Digital Air Media is PERFECT for retail. Simply invite your customers to text your exclusive keyword to 71441 to join your "Mobile VIP List". Customers will eagerly opt-in, providing you access to them on demand whenever you want to share a special deal, sale or opportunity. Turn a slow day into a winner almost instantly just by sending a broadcast to your VIP list. The uses are endless, but the results are the same... more loyalty to your store, and more sales!</p>



<p>Sport Leagues</p>	<p>Youth and adult sports leagues across North America are beginning to utilize text messaging to better communicate to their teams, players, parents and coaches. Digital Air Media allows your league to notify your members of cancellations, special events, fundraisers, etc. Once your league begins using Digital Air Media, you won't know what you ever did without it.</p>
<p>Café</p>	<p>Actively build your mobile database by displaying your keyword on all of your tables, and encourage customers to opt-in to your VIP Text Club through your Facebook page. Now you can send out lunch specials every week if you want, or even promote occasional Sunday brunches and see immediate results."</p>
<p>Schools</p>	<p>School Districts need a faster, more effective way to reach all of their parents for important school news, athletic information, tests, weather closures and more. By using Digital Air Media to also promote fundraising and to boost attendance at athletic events, choir programs, school plays and more. And their parent subscribers appreciate not being woke up by phone calls at 5:00am on snow days!</p>
<p>Night Clubs</p>	<p>Nightclubs that want to promote the regular appearances of live bands and events turn to Digital Air Media. Text blasts can significantly increase the turnout on live music nights, and can even open up a whole new world of uses you never even thought of. Text blasts of live band lineups and events frequently become popular weekend staples, and you can even offer appetizer discounts by text to your VIP members.</p>
<p>Disc Jockeys</p>	<p>Are you a DJ with a loyal following? If so, Digital Air Media could be your secret weapon. Your fans want to go where you are working, but you can't really expect them to check your web site on their own. So just send out a text blast every Friday with your weekend schedule and watch the response. You'll get more gigs because clubs will know you bring the crowd!</p>
<p>Social Clubs</p>	<p>Many organizations use Digital Air Marketing to stay in communication with their members. Unlike with traditional businesses, their goal is not to increase sales, but rather to improve their communication with their inner circle. By encouraging every member of your organization to opt in to your list by texting your keyword to 71441, you will have instant access to them via their cell phones. This is invaluable access in the event of a last-minute schedule change, cancellation, or to promote fundraising events or group activities.</p>



<p>Nail Salons</p>	<p>If you operate a nail salon, how do you keep in contact with your customers? You probably don't. But you can increase business 10-15% by building a VIP list of your customers and sending them occasional special offers. You could even send them weekly nail care tips and tricks that share your knowledge and enhance your value to your customers. You'll build loyalty and goodwill, and your customers will keep coming to you again and again.</p>
<p>Booster Clubs</p>	<p>Many school booster clubs or parent organizations use Digital Air Media to stay in communication with their supporters. Unlike with traditional businesses, their goal is not to increase sales, but rather to improve their communication with the community. By encouraging every member of your organization to opt in to your list by texting your keyword to 71441, you will have instant access to them via their cell phones. This is invaluable access in the event of a last-minute schedule change, cancellation, or to promote fundraising events or group activities.</p>
<p>Country Clubs</p>	<p>When members of country clubs join their club VIP program, they can now send out reminders of dinner specials, wine tastings, events, tournament updates, tournament tee times, tennis league information, pool schedules, golf and tennis lesson specials and more.</p>
<p>Consignment Shops</p>	<p>Digital Air Media is PERFECT for retail. Simply invite your customers to text your exclusive keyword to 71441 to join your "Mobile VIP List". Customers will eagerly opt-in, providing you access to them on demand whenever you want to share a special deal, sale or opportunity. Turn a slow day into a winner almost instantly just by sending a broadcast to your VIP list. The uses are endless, but the results are the same... more loyalty to your store, and more sales!</p>
<p>Barber</p>	<p>If you are a barber, how do you keep in contact with your customers? You probably don't. But you can increase business 10-15% by building a VIP list of your customers and sending them occasional special offers. You could even send them weekly grooming tips and tricks that share your knowledge and enhance your value to your customers. You'll build loyalty and goodwill, and your customers will keep coming to you again and again.</p>
<p>Associations</p>	<p>Many groups and fraternal organizations use Digital Air Media to stay in communication with their members. Their goal is not to increase sales, per se, but rather to improve their relationship and outreach to their members. By encouraging every member of your organization to opt in to your list by texting your keyword to 71441, you will have instant access to them via their cell phones. This is invaluable access in the event of an emergency, a cancellation, or to promote fundraising events or group activities.</p>



<p>Real Estate</p>	<p>Real Estate agents has discovered that Digital Air Media is a secret weapon. By adding a keyword on your For Sale sign such as Text MyHouse to 71441, (Text 'mls72756 to 71441 for Demo)you can now feed potential buyers additional details by text, including a link to the web site listing of the property. You will now have a list of interested buyers? Send them a broadcast every time you post a new listing. Share information on your properties to interested buyers such as open houses or price reductions?</p>
<p>Comedy Clubs</p>	<p>Comedy fans love hearing about new acts coming to town, and Digital Air Media makes it incredibly easy to let your most important customers know as soon as possible so they can make plans to be there. Need to boost an anticipated slow night? Just send out a broadcast with a special discount offer or coupon for a buy-one-get-one dinner and your club will be packed that night. The uses are endless... and that's no joke.</p>
<p>Mobile Detailing</p>	<p>Mobile Detailing has taken off as a service in many areas of the country. The convenience of having someone come out to you at your home or place of business to detail your car is proving to be quite a popular business model. But it is also a competitive business, and you need every marketing edge you can get. Digital Air Media is that edge. Send messages to your customers to provide them with special offers or discounts to keep your business hopping. Build loyalty with your most important customers and keep your business top-of-mind so that they ALWAYS think of you when they need their car detailed.</p>
<p>Restaurants</p>	<p>With Digital Air Media restaurants can begin building a list of VIP customers by sharing their keyword with everyone that stops in. Now you can retain those customers by sending regular special offers that are exclusive to your mobile VIP members. If you run a restaurant and aren't using Digital Air Media you are completely missing the boat—and missing a big opportunity to increase sales.</p>
<p>Museums</p>	<p>Museums thrive on activity. And museum supporters thrive on information. Digital Air Media brings those two forces together in one powerful tool. Invite your members and visitors to join your mobile VIP club and build a responsive and interested database that you can appeal to whenever you wish. Increase attendance, drive traffic to your web site or museum store, and build brand loyalty by providing valuable information and content.</p>
<p>Retail Store</p>	<p>Digital Air Media is PERFECT for retail. Simply invite your customers to text your exclusive keyword to 71441 to join your "Mobile VIP List". Customers will eagerly opt-in, providing you access to them on demand whenever you want to share a special deal, sale or opportunity. Turn a slow day into a winner al most instantly just by sending a broadcast to your VIP list. The uses are endless, but the results are the same... more loyalty to your store, and more sales!</p>