

Marijuana Marketing Group's Mobile Marketing Service

How Does our Service Work?

From a Cell Phone:

Patients text your keyword to a provided number (**i.e.** Text OGGKUSH to 78656). They then immediately receive a message, offer or other information on their cell phone. These patients have the option to opt-in by replying "yes" to receive additional messages/offers from your Dispensary/Collective or delivery service.

Program Features:

- ✦ Custom Keywords replace 10 digit customer phone number(i.e. OGGKUSH, HAZE etc.)
- ✦ Change Standard Message as often as you like; you could even offer a special for the next 30 minutes!
- ✦ 4 Push Campaigns Per Month.

Why Should Your Medical Marijuana Dispensary Use Mobile Marketing?

Mobile Use on the Rise – Check Out These Facts!

Mobile internet users will make up 40% of US population by 2013
(eMarketer, July 2010)

US Mobile Internet Users and Penetration Rates 2008–2014
(displayed in millions and as % of population)

2008 15.9 million / 16.7% of population
2009 68.6 million / 22.3%
2010 85.5 million / 27.6%
2011 101.1 million / 32.3%
2012 115.2 million / 36.4% estimate
2013 129.7 million / 40.6% estimate
2014 142.1 million / 44.1% estimate

- **Texting is the highest ranked mobile activity**
- 228M Mobile Users in the US (**M:metrics-Feb 2008-Survey of Mobile Subscribers**)
- By Q3 2011, Nielson expects Smartphones to be in the hands of half of US mobile users (**eMarketer, "Seven Key Trends In Mobile Usage," September 6, 2010**)
- 91% of 18-29 year olds have a mobile phone (**eMarketer, "Boomers and Mobile Usage," March 1, 2010**)
38% of 35-54 year olds are mobile internet users (**eMarketer, "Boomers and Mobile Usage," March 1, 2010**)
- 35% of Gen Xers use their mobile phones for online search capabilities (**eMarketer, "Boomers and Mobile Usage," March 1, 2010**)
- Over 2.3 billion people across the globe have a Smartphone ... 2x the number that use the internet (**Message Buzz – Mobile Marketing Basics 2007**)
- Increased ownership of smart mobile devices is driving growth in mobile web penetration (**eMarketer, "Seven Key Trends In Mobile Usage," September 6, 2010**)
- 70% of consumers polled were in the market for a new mobile phone, and of those, 90% planned to buy a Smartphone (**eMarketer, "Boomers and Mobile Usage," March 1, 2010**)
- Virtually all mobile phones are text-capable (**iMedia Connection July 26, 2008, Top 5 Things You Need to Know About SMS Advertising**)
- The mobile phone is virtually the 3rd screen in advertising ...TV, PC, Mobile device ... but it's the first screen individuals turn to (**Mobile Marketer Outlook 2009, "SMS is at the Forefront of Mobile Marketing by Giselle Abramovich**)
- Social networks are fast becoming the primary way mobile users exchange information (**eMarketer, "Seven Key Trends In Mobile Usage," September 6, 2010**)
- Social application usage grew 240% between April 2009 and April 2010. (**eMarketer, "Seven Key Trends In Mobile Usage," September 6, 2010**)

Prices:

⤴ \$299 set up fee

⤴ 500 Message Plan - \$30.00/month
⤴ 1000 Message Plan - \$60.00/month
⤴ 1500 Message Plan - \$90.00/month
⤴ 2000 Message Plan - \$120.00/month
⤴ 3500 Message Plan - \$140.00/month (Best Value!!!)
⤴ 4000 Message Plan - \$170.00/month

For more information,

Email us at Info@MarijuanaMarketingGroup.com