

Information for media owners

Every sales enquiry matters



Have you ever read an ad and wanted to know more
- but forgotten about it minutes or hours later?

How can this reader respond to your ads?



Imagine if your readers and exhibition visitors could receive:



- Instant text confirming that the literature they want is on its way by post and email;
- Instant text showing them the nearest sales agent or stockist;
- Instant email with links to your advertiser's or exhibitor's web site with a PDF of their brochure;

by sending one text message entirely FREE

Plus it remembers their name and address



The problem:

- Are your clients looking for more response from their display ads in your magazines?
- Are you looking to boost pre-registrations for your events?
- Are your readers fed up completing their name and address every time they want a brochure from an advertiser?
- Are you looking to add value to your offer that will enable your sales executives to clinch an ad campaign or sell space at an exhibition?
- Would you like to introduce a faster modern enquiry service and eventually phase out your costly archaic card?
- Is the response rate to ads in your magazines using reader enquiry cards continuing to decline?
- Are your readers and visitors looking for quicker ways to request details of products and services advertised in your magazine or displayed at your exhibitions?

If the answer is yes to any of these questions



is the solution

What is gotxt?

gotxt is a new text-based system that is set to radically change the way readers and viewers respond to advertising. gotxt allows those on the move, on a train or in their work place to immediately react to marketing material using their mobile phone or online from their computer.

gotxt is a safe, free and easy to use

How does gotxt work?

First time users simply register their preferred delivery details by text or online at www.gotxt.biz selecting post, email or both. From then on, every time they see gotxt displayed in press ads, on web sites, posters, exhibition stands, or even television, they simply text the advertised keyword free of charge and product details will soon be winging their way to them. It's as easy as that!

Benefits to media owners

- gotxt is a fast, efficient & modern enquiry service.
- gotxt can run alongside an existing reader enquiry service or can stand alone allowing costly cards to be phased out.
- gotxt can trigger more targeted direct response for your advertisers or exhibitors.
- gotxt delivers comprehensive reports analysing text, web and card response.
- gotxt is a potential new revenue stream and can be used across your brand extension.



gives you the competitive edge

gotxt in action

Your target audience can now gotxt for:



Brochures and literature
from your
advertisers and exhibitors



Pre-register for your
exhibition, conference
or awards ceremony



Enter a competition
and request
subscription details

Now readers can gotxt anywhere in the world

gotxt is now available online. This means international travellers and office based workers can text for free from their PC requesting information about advertised products any time of the day or night wherever they are.

gotxt remembers the names and addresses of your readers every time they respond to ads.



Wow I've got the information I needed!

gotxt is powered by your response technology



safetxt with gotxt

See how easy it is for your audience to use

Text **MEDIA** plus your email to 80800 FREE

Tel: 0844 800 4450

Email: dave@yourresponse.co.uk

