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SNAPNWIN & UP2DATE DELIVER WINNING SOLUTION Mobile Marketing – Getting Customer Sales

OAKVILLE, Ontario CANADA – March 9, 2011. Up2date Communications and SnapNwin have combined their efforts to produce a highly-effective marketing solution attracting the attention of companies across the nation.

Up2date Communications is a mobile marketing company giving companies the ability to enter the mobile space through text messaging. SnapNwin offers promotional messaging through engaging cards with hidden messages and snap-out magnets. These cards are designed two-fold. The participants snap out the middle, which is a tangible item for keeping, a magnet, to reveal the prize or promotional message underneath. Used in combination, companies have a profitable solution to getting new customers and keeping them.



SnapNwin and Up2date are a winning combination - SnapNwin, the tangible promotional tool and Up2date, the text messaging solution, will attract the attention you desire and keep your customers coming back. This is a turnkey promotional marketing and text messaging solution that will bridge the gap between a physical product and the digital world. SnapNwin's product creates awareness for your company and Up2date is the answer to reaching mobile users through text messaging. Simply snap out the magnetic centerpiece to reveal your text messaging call-to-action and redeem your prize. After the redemption the subscriber is prompted to be company can schedule and send text messages to that large mobile audience.



Josiah Shelley, Founder of Up2date says, “SnapNwin and Up2date can deliver a great solution to entering the mobile space and to help build a subscriber base.” He also went on to say, “ There is no better time for companies to get on board with mobile marketing and this strategic alliance is essential to deliver an end-to-end solution to any company big or small.”

With over 160 million text messages sent per day, 95% of text messages getting read, and mobile phones turned on 90% of the day on average, it is obvious mobile marketing is no longer the future -- it is the present.

Nationally over 75% of us own mobile devices, a company's mobile marketing plan is essential and the SnapNwin component answers the most common question, how do I find my mobile users and how do I grow my mobile database?



For more information on how your business or organization could apply the SnapNwin & Up2date solution, contact Josiah Shelley 1.866.766.1750 x700 or Malcolm Stagg 1.647.477.2525.
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NOTES TO EDITOR:

- 1 Photos available
- 2 More information on snapNwin can be found at www.snapnwin.com
- 3 More information on Up2date Communications can be found at www.up2date.ca
- 4 Statistics from Canadian Wireless Telecommunications Association - <http://www.txt.ca/english/consumer/press.html>

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