

The #1 SMS Text Message Platform for Alerts & Offers

TEXT **GOPAPERLESS** TO 60777



TEXT US

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0800 772 0547



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sms@elemental.media



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www.elementalmedia.education



Digital Communication for Education

We know a thing or two about text

Use bulk SMS to raise brand awareness, optimise your communications and enhance the relationship with parents. Discover today the UK's most scalable, reliable, and best supported online SMS platform and high volume API gateway.

We want to empower all UK schools to use text messaging to instantly communicate with Parents, Carers, Governors and Staff in an effective, cost effective, cost-efficient way that doesn't rely on expensive technical expertise.



To help our customers get their messages out there we've innovated creative powerful new SMS features such as mobile ticketing, attachments and surveys. We are at the forefront of mobile messaging technologies and continually deliver new features.

CUTTING-EDGE FEATURES IN ONE PLACE



Mobile
Web pages



SMS
Attachments



Forms &
Surveys



Tickets, vouchers
& loyalty cards



Reporting

Extend the power of your SMS and deliver compelling and interactive content direct to your parents mobiles. Attract **attention** with branded online pages, engage them with SMS vouchers and gather their feedback with mobile surveys.

Join the 165,000 businesses that trust in SMS to communicate their message
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Get your message across in seconds

The secret weapon in your marketing mix

Mobile communication is an essential tool in today's fast-paced society. The unparalleled open rates of SMS make it the most effective way to reach new and existing parents as well as to communicate with staff.

Content opening rates

Facebook 12% 

Email 20% 

Twitter 29% 

Text Messages 98% 

*Text messages are read
98% of the time*



SMS beats email and social!

Channel Engagement



People look at their mobile **150** times a day



70% of email is spam



98% of stories aren't viewed

How frequently coupons are redeemed



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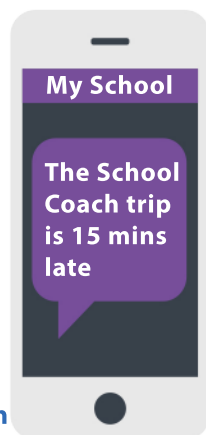
SMS for Education

In a competitive and fast-moving industry, effective marketing is a prime concern for most retailers. As well as sending the right messages to existing and potential customers, businesses must make sure they stand out from the crowd. Reaching the right people at the right time is essential if a campaign is to be successful. Many companies use SMS as part of their marketing mix to boost sales, awareness and customer engagement.

Data shows that 38% of the UK's major retail firms regularly send texts to shoppers, and with 93% of the British population owning a mobile phone, there are few alternatives capable of matching it.

Use SMS to

- **Cut through the noise** of email and social media with unparalleled open and click - through rates
- **Improve delivery** success rates with text notifications
- **Update parents / carers on behavioural standards**
- **Instant access to up to date school calendars or the latest school newsletter**
- **Emergency Updates - such as bad weather**
- **Deadline Reminders for upcoming exam dates**
- **Gather feedback on school events with higher completion rates than email or postal surveys**
- **Updates on the go - Inform parents of school trip delays with mass messages**



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