



NEWS

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J. SIMMS AGENCY OFFERS TEXT MESSAGE MARKETING TO HOST OF NEW CLIENTS

Eyeing the 3.3 billion wireless cellular users worldwide, j. simms agency opened a mobile marketing division in the spring of 2009 and, in less than one year, has provided mobile marketing services to the San Diego Asian Film Festival, University of California San Diego, Hay House, Broadway San Diego, RDP Motorsport and Cleveland Playhouse.

The newest text message client is Century Club Invitational (previously the Buick Invitational). Text the keyword PGAgolf to phone number 53137 for a chance to win free tickets to the entire PGA tournament being held at Torrey Pines in late January.

j. simms agency's mobile-marketing capabilities include one-to-many and back texting campaigns, rich media delivery (such as images, audio, video, executable code) via text, mobile couponing and more. Communication solutions can be custom tailored to fit the needs of any client and include message reporting and statistics.

With the capability to send 10,000 messages per minute, these applications can be critical for two-way emergency response systems.

"Internationally, text marketing is common and widely accepted," explained Julia Simms, founder and president of j. simms agency. "The U.S. has been slow to adapt, but is now starting to recognize the power of text marketing and, at the same time, wireless users are growing more accustomed to using SMS platforms in place of E-mail. SMS marketing will one day rival or overtake E-mail marketing."

Simms says the applications for this type of communication are many. Retailers can use it to let their customers know about special sales, restaurants can let patrons know their table is available, and universities can use it to communicate with students in time of crisis and those students can communicate back if help is needed.

Founded in 1995 in San Diego, j. simms agency recently expanded and has an office in Cleveland, Ohio. It serves a host of clients in the hospitality, automotive, real estate, non-profit and government sectors. The firm provides complete integrated marketing services, establishing brand recognition and market position for its clients through campaigns in new and traditional media. More information can be reached by visiting jsimmsagency.com.

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