



Creating Strategic Advantages For Growing Companies

Press Release

Contact: Will Marklein, ClearVision PR
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Email: williamm@clearvisionstrategicmarketing.com
Ph: 262-391-7868

Go Mobile During Recession: Increase Sales with Text Campaigns

70% of Mobile Phone Users Respond to Marketing Text Messages ClearVision Entertainment Marketing First Integrated Firm to Offer Solution

Hartland, WI and Sarasota, FL – March 19 – Today, ClearVision Entertainment Marketing, a division of ClearVision Strategic Marketing, unveiled its nationwide mobile text program. With 270,000 million U.S. cell phone users and all businesses seeking new and cost-effective methods for generating sales in a down economy, the timing is right for most businesses to go mobile. In fact, according to Biz Journal, 70% of mobile phone users have responded to a marketing text message.

Text programs are perfect for small and large business and groups such as:

- Artists
- Retailers
- Restaurants
- Nightclubs
- Events
- Sports Clubs
- Non-Profit Organizations

ClearVision is working directly with clients to infuse text campaigns into their marketing mix. Being the first nationwide, virtual integrated public relations and marketing firm to offer text programs ClearVision's president, Michelle Love-Johnson, sees a specific need to educate businesses. "Mobile text marketing is finally catching on and is becoming prevalent in metropolitan areas of the country. The most successful campaigns utilize point-of-purchase and other marketing avenues to encourage customers to opt-in for text promotions including coupons, prizes and updates," noted Love-Johnson.

Visit www.ClearVisionEntertainmentMarketing.com/TextMessaging to request a copy of “50 Fantastic Uses of Text Messaging”. Text programs are inexpensive compared to other marketing alternatives and offer many benefits:

- Cost-effective for large and small businesses
- Easy to set-up and manage
- Flexible
- Personal connection with recipient of message
- Measurable
- Near-immediate receipt by customer

According to the Mobile Marketing Association (MMA), people have become increasingly comfortable with and reliant on digital communication solutions, including the mobile phone. The MMA reports there are now more mobile phone subscribers in the world (2.4 billion) than there are landline phone subscribers.

About ClearVision Strategic Marketing

With offices in Hartland, Wisconsin and Sarasota, Florida, ClearVision Strategic Marketing is a full-service marketing communications firm serving local and national clients in a variety of industries. Founded by President Michelle Love-Johnson, the firm offers services in branding, public relations, advertising, research, e-commerce, social media and lead generation. Visit www.clearvisionstrategicmarketing.com or call 262-391-7868.

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