



Canada Pricing Guide 2015 - 2016

enriching the human experience through mobile



Due Diligence

Points of Differentiation

As anyone doing their due diligence into finding the right mobile communication (*application provider), discovering the differences between one to another is paramount. These differences can be what makes your company highly successful or flounder amongst the others.

Key Differences to investigate

- Pricing
- Technological advantages
- Security Measures
- Help and Support
- Training

Working in reverse order let us discuss the overwhelming reason there is no other provider in the space that offers your company the best chance at massive success, ever growing revenues with the best margins, and internal rewards from having a company that doesn't just charge their clients, but helps their clients get the max return-on-investment!

Training

AvidMobile is the only provider in the space that offers educational courses tailored to the convoluted mobile communication space;

Our 20 Video Certification Program

With accompanying worksheets teach everything from mobile marketing basics *(types of delivery, mobile sites vs. apps, how to run campaigns in compliant fashion, and more) all the way to Advanced Mobile marketing campaigns (Geo-targeting, integration with broadcast media, selling to resellers, et al).

This 20 Educational Series encompasses a Mobile Marketing Certification Program. Each of the educational videos have accompanying worksheets that must be completed and turned in. The end result is a Mobile Marketing Certification that can be placed into the footer of your emails, on your website, and is a symbol of expertise and credibility. Also included in the Certification Program are specific volumes on how to generate leads, the steps to close the maximum amount of sales for maximum revenue, how to produce ongoing residual revenue and maintain clients, the critical steps in getting clients started, selling in the long-term benefits, and much more.

The education itself is all derived from real-world marketing and execution of strategies with Fortune 500 companies down to the Mom and Pops of the world. The key to this Mobile Marketing Certification Program is that isn't based on hyperbole, but built from proven models of success, campaigns that worked and produced ROI, models of operating systems today. Being able to have access to this information is key to quicker and more scalable success long-term for anyone.



Due Diligence

Bonus Features of Training

Also included in all Tier 2 or Tier 3 accounts (Private Label Marketer and Private Label Platinum), is over 10 different additional BONUS recorded LIVE presentations to top level executives of non-profits, Franchisors, marketing companies, radio stations, and more. You and your staff can watch these recorded and archived presentations that were recorded LIVE and see exactly how to close high level accounts. Watch the "Steps to the Sale" actually executed in real life as well as how many objections are handled in varying circumstances.

Help & Support

Besides the industries best on-demand training and support systems, AvidMobile provides all of our resellers with monthly webinars to update on new features, provide new sales tactics, industry updates, and more.

Our sales and tech support staff are highly trained and handle real-world clients so the answers they give can be on-point, not just technology related answers. This "right hand man" might be any of our customer support staff that are available through our 1-800 numbers, help desk, or by email easily and respond quickly

Need help with that Massive Opportunity?

When you have an opportunity with a "Whale" of a client, our CEO will personally consult with you and on many occasions will actually help you create the pricing, demos, presentation, and will even help pitch your potential big opportunity live and white labeled as a member of your staff.

Security Measures

As one of the top application providers in the mobile marketing space, the security we provide our resellers is unmatched. Meeting or exceeding our SLA's for the last 5 years in a row can only be accomplished with the most robust security settings and top staff. We protect you and your clients with massive DDOS protections, SSL, fully redundant and underground cloud servers, and a technology that is secure enough to meet HIPAA guidelines.



Due Diligence



Technological Advantages:

SMS Coupons and Text-Message Marketing Platform
Creating Mobile Coupons, text-message marketing campaigns, building databases and blasting out updates or more coupons to those opt-in subscribers is easy. Building a robust application that supports tens of thousands of businesses worldwide with the highest levels of SLA's is a more strenuous task. AvidMobile has accomplished this and allows our resellers and customers to utilize the greatest mobile marketing application on the planet.

Features include but are not limited to;

- Keyword campaigns on various shared short codes
- Blasting to mega groups
- Trivia and Surveys
- Appointment Reminders and 2-way Communication portals
- Mobile Coupons – 1-time redemption coupons
- Text2Screen – for events
- Text2Pledge
- Lead Notifications off of keyword campaigns
- Email and other data capture
- QR Code Generators
- Auto-Responders
- And much more...

Mobile Website and App Builder

Our Advanced Mobile Website and App Builder is the best in the industry bar none. This builder allows you and your clients to build and manage their mobile website/app easily with dozens of templates, customer design features, source code insertion (if desired), SEO tools, and easy-to-use WYSIWG editors.

You can build mobile websites and apps for your clients and charge any amount desired for build-out that might take you less than an hour. The monthly residual revenue will continue for years to come as they pay you for hosting and maintenance of their mobile website/app. Advanced Features of our Mobile Website/app builder allow for your customers to set-up a subdomain of their regular website easily, and the scripts the builder provides allows any user to go to your customer's regular website from their mobile device, their website then redirects them to your client's mobile website/app instantly, and the domain they see is your customer's URL.



Pricing

Pricing

When comparing one provider to another, the utmost care needs to be taken to understand the long-term implications of the pricing you and your business are chaining yourself to. AvidMobile has the best WHOLESALE pricing when your company has ramped up to sending hundreds of thousands of texts and hosting hundreds of clients!

Run the Numbers

When you and your company has 100 clients, is sending out 350,000 text-messages per month, you will be making far more money with AvidMobile each month than any other provider in the space.

Understanding Your Pricing Guide

There is more to Mobile Marketing than the wholesale price you are receiving. The right provider will get you more sales by having more training, better features, in-house development staff, better support, and assistance in closing sales.

But the Numbers Don't Lie

Talk to a sales representative today and get a demo of the platform, have them help you understand the numbers by reviewing a proforma of your business and see how AvidMobile will save you money each and every month your company is in business. Note: If you believe another provider has offered you better pricing or a better service,



Note

If you believe another provider has offered you better pricing or better service...

CALL US 877-511-MOBI (6624).

We will match or beat the price every time for equivalent services. Best to you with your Due Diligence!



Reseller Snapshot

Start Simple

Advanced Mobile Marketing Packages

| Tier I | Tier II | Tier III | Organization Level | Enterprise Level |
|---|---|--|--|--|
| Basic | Gold | Platinum | | |
| Setup \$89 \$99* \$/client \$6* | Setup \$149 \$189* \$/client \$4* | Setup \$199 \$289* \$/client \$3.50* | Additional \$199* | Additional \$1,119* |
| 5,000 SMS <i>included /month</i> | 10,000 SMS <i>included /month</i> | 25,000 SMS <i>included /month</i> | | |
| <i>Includes tutorials, web trainings, optional tool packages, 60+ Presentations and more.</i> | <i>Includes All of Tier I, the mobile website builder, kiosks, 20 episode certificate program, demo sites and more.</i> | <i>Includes Tiers I & II, better sms pricing, more demos, enhanced discounts and more.</i> | <i>Add this plan to any Tier III program as detailed; This package is for those who wish to resell to resellers who will distribute, bill and manage their clients directly.</i> | <i>Add this plan to any Tier III program. This plan is for resellers who need to create resellers of resellers. This is an additional heirarchy above the organizational level</i> |

Features on next pages

* equals recurring monthly charge



Features

| | Tier I | Tier II | Tier III |
|---------------------------------------|-----------------|-----------------|-------------------------------------|
| White Label | Untraceable URL | Untraceable URL | Dedicated URL |
| Unlimited Keywords | • | • | • |
| Fully Customized Billing | • | • | • |
| Add Users/Resellers | Users | Users | Users/Resellers with upgrade option |
| Appointment Reminders | • | • | • |
| Social Media Manager/Scheduler | • | • | • |

Mobile Marketing Tools

| | Tier I | Tier II | Tier III |
|----------------------------------|--------|---------|----------|
| Custom Collateral Builder | — | • | • |
| Mobile Website Builder | — | • | • |
| Virtual Punch Cards | — | • | • |
| Kiosk Builder | — | • | • |
| Virtual Business Cards | — | • | • |

Feature Set

Training & Support

| | Tier I | Tier II | Tier III |
|---|-------------------|---|---|
| Platform Training & Setup | • | • | • |
| Mobile Marketing Certification Program | — | • | • |
| Customer Support 8:30-5:30 Central Standard Time | Help Tickets Only | 1 on 1 training, Help Tickets and Phone | 1 on 1 training, Help Tickets and Phone |
| Tutorial Library | • | • | • |
| White Labeled Tutorial Library | — | • | • |
| White Labeled Training For your Resellers | — | — | • |
| 60+ Presentations for Different Industries | • | • | • |
| Sales Training | — | • | • |
| Compliance Training | • | • | • |

Additional Features

| | Tier I | Tier II | Tier III |
|--|--------|--------------------|---------------------|
| White Labeled Mobile Site | — | Basic | Premium |
| Example Mobile Sites | — | 10 | 40 |
| White Labeled Promotional Video Discounts | — | — | \$50 |
| Wordpress Website Discount | — | 10% | 15% |
| Wordpress Website Hosting | — | 1 Year \$100 Value | 2 Years \$200 Value |



Pricing

| | Tier I | Tier II | Tier III |
|----------------------------|--------|---------|----------|
| Set Up Fee | \$89 | \$149 | \$199 |
| Monthly License | \$99 | \$189 | \$289 |
| Included SMS Monthly | 5,000 | 10,000 | 25,000 |
| SMS | good | better | best |
| \$/Account Created Monthly | \$6.00 | \$4.00 | \$3.50 |
| \$/Mobile Site Monthly | \$6.00 | \$4.00 | \$4.00 |
| \$/Email Account Monthly | \$4.00 | \$4.00 | \$4.00 |

Bulk SMS Rates

| | Canada (CA) |
|------------------|-------------|
| 0-25,000 | \$0.018 |
| 25,001-125,000 | \$0.016 |
| 125,001-500,00 | \$0.014 |
| 500,001-1,000,00 | \$0.012 |
| 1,000,001+ | \$0.010 |

Canada Pricing

\$00.01/MO - Mobile Originated Message: The message sent from a user's phone to the short code

"... Through greater interactivity, individuals developed greater trust in the vendor and better understanding of its products. Further, it was demonstrated that trust and product evaluation carried interactivity's influence onto not only online purchase intention, but also offline purchase intention at a brand-specific business level. **These findings indicate that online interactivity can have broad implications for multi-channel marketing.**"

- Journal of Interactive Advertising, Volume 5, Issue 2 (Chen, Griffith, Shen, p19-28)

Email Marketing

Though text messages have the highest open rates, e-mail marketing is still important. If you're looking to grow your business and improve your brand, multi-channel marketing may be of interest. Increase your channels by adding Email Marketing for only \$15.00 a month additional to your selected license fee plus usage fees.

| Additional Monthly Fee | |
|------------------------|----------|
| \$15.00 / Month | |
| Per Email Rate | |
| 1-40,000 | \$0.0055 |
| 40,001-100,000 | \$0.0045 |
| 100,001-500,000 | \$0.004 |
| 500,001-1,000,000 | \$0.003 |
| 1,000,001-5,000,000 | \$0.0025 |
| 5,000,001-10,000,000 | \$0.002 |
| 10,000,001+ | \$0.0015 |

Mobile Marketing Company In a Box

Note:

Our Mobile Marketing Company in a box is an additional package that includes everything one would need to start a new company. You can purchase any of the packages in this pricing guide separately, or get the best value with this premium package. Mobile Marketing Company in a Box.

Mobile Marketing Company In a Box

Your Mobile Marketing Company in Box: **\$4,598** initial Setup *Monthly price based on selected plan.

Many people are just getting started in this business and need additional help. We created a "Mobile Marketing Company in a Box" for just those people. With this optional package we will create everything you need listed below to help you get up and running and looking legitimate much more quickly and cost effectively than most people can do on their own.

Read below for all of the details of this package! We provide everything you need to build a sales force and start closing sales in a matter of weeks. Your company comes equipped with an Organizational Level Private Label PLUS program with Organizational Level View, Logo and Branding, your own Premium website, and more.

What's Included

- Logo, Two iterations based on your initial feedback allowing for one round of edits.
- 5 White Labeled Promotional Videos.
- Branded Marketing Materials, this includes 5 Presentations on various industries tailored with to your brand vision.
- Business Cards, Virtual Cards and Printed Card Design.
- Cross Platform Mobile Website tailored to with your new logo and brand guidelines. Your logo will be applied and your demo account will be created.

- Advanced Website, We tailor a custom Tier III Wordpress site. The creation of a completely unique website specifically to you. Helping you stand out and close more business.
- Full Write up on the “advanced” Website that is included in this package can be found on our website packages pricing guide. Inquire with your Business Development expert for your guide.

Optional Features

- Multiple Sliders
- Contact Forms
- Downloadable PDF’s for Lead Capture
- Video Pages
- White Labeled Tutorial Pages
- Facebook, Twitter & LinkedIn Integrations
- Keyword Checkers
- Chat Widgets for Instant Communication
- Web Opt-in Forms to Capture Mobile Numbers
- Trial Sign-up Forms
- Payment Acceptance.

Optional Features

Mobile Marketing in a box partners get access to 1-on-1 consultation on their business model, help in creation of their mobile websites, and art direction on their collateral and marketing materials included upon request.





Ongoing Consultation

Many Mobile Marketing companies in a box are the kind of clients that sometime in their first 6 months will begin to grow a sales force, use the internet to market packages, bring on resellers, and more. Upon request these customers get access to our C-level staff for consultation, training, and even can gain access to many policies and forms that can shorten the learning curve for any organization such as; 1099 Independent contractor agreements, commission structures, and more.