**SMS Contests, Polling & Voting for Event Promotions**

   
  
**Contest**Create a contest, trivia quiz or game around a product, service or an event to build publicity and increase one-to-one interaction with the customer via mobile medium resulting in creation of wireless loyalty base of customers / viewers / participants.  
  
**Polling**Launch opinion polls via SMS to get public opinion on a specific issue or collect feedback from all your customers / employees regarding a Product/Service/Company.  
  
**Voting**Enable your audience/viewers/participants to Vote for contestant, celebrity or a specific topic via SMS medium to decide on the winner of public choice or assess the popularity of a program.

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**Contest Application**

* + Create Single & Multi Level SMS Contests
  + Facility to create various stages in contest
  + Configurable Questions & Answer Options.
  + Online MIS to check real time results.
  + Example:
* Who won IPL 2009?
* CSK, B. DD, C. DC.

Answer by sending KEYWORD<space>OPTION to 56263.

**Polling Application**

Launch SMS based opinion polls on SMS

It allows USERs to submit his opinion using mobile by sending SMS to a specified shortcode

Divide the Polls into various stages and levels.

Online MIS to check real time results.

Example:

Do you think more & more youngsters should enter Indian politics.

A. YES, B. NO & C. Can’t Say

Answer by sending KEYWORD<space>OPTION to 56263.

**Voting Application**

Allow your target audience to vote for different participants/ events via SMS.

Audience can vote for any participant by sending SMS to a specified shortcode

Add as many participants for voting service

Get real time update on the results via online MIS

Example:

Who is the best batsman in international cricket?

A. Sachin Tendulkar, B. Ricky Ponting & C. Kevin Peterson

Answer by Sending KEYWORD<space>OPTION to 56263.

**Benefits of SMS Contests, Voting & Polling**

* + Build up publicity & increase customer interaction around a product, service or an event.
  + Create a wireless loyalty database of listeners/viewers/participants.
  + Create live Contests, polling or voting instantaneously.
  + Complete online reports available instantly.
  + Vote for/against programs in order to gauge the popularity of program.
  + Catalyze formation of public opinion through SMS-based issue-specific opinion polls.
  + Report based on User response and behavior to a particular campaign which can be used for future campaigns.
  + An attractive medium to touch the users in all possible ways.
  + Revenue sharing facility available.