

Business Connection

Strengthening the local economy and serving members for 70 years



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Business Spotlight

YOUR MOBILE CUSTOMER CONNECTION

East Bay Loyalty provides industry-leading web-based software for mobile marketing and communications. Their goal is to provide clients with valuable business and industry experience coupled with hands-on guidance in designing and implementing the most effective mobile communications strategy for their business and customers.

"We work with business owners to increase customer count and improve sales," said Bruce Hunt of East Bay Loyalty. "We provide the ability to create customer loyalty and reward programs with digital coupons and offer mobile marketing and communications via texting." This includes:

- English & Spanish Text Messaging
- Text Messages with Pictures
- Text Messages with Links
- Automated Birthday Support
- Embedded Code for Web pages

Mobile technology has evolved over the years and currently encompasses a wide range of solutions. It is East Bay Loyalty's responsibility to understand the benefits and limitations of the different mobile solutions in the marketplace.

"We offer extensive knowledge of SMS (text messaging), MMS (multimedia messaging), mobile web, mobile apps, location-based marketing, digital kiosks, short codes, long codes, industry compliance and much more," said Hunt. His thorough experience and knowledge of Carrier and TCPA compliance ensures that your mobile strategy adheres to the carriers' best practices and guidelines.

EXPERIENCE.

East Bay Loyalty has significant experience working closely with corporate brands, small and medium-sized businesses to help develop and execute mobile marketing and communication strategies that encompass a variety of



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mobile initiatives and compliment a business' overall communications and marketing strategy.

PROCESS.

East Bay Loyalty offers a process that delivers results that far surpass their clients' goals and expectations. The process involves assessing the existing business model and communication strategies, defining opportunities that exist within the mobile channel, and developing a comprehensive plan of action to drive ROI and increase efficiency for the organization.

SOLUTIONS.

Partnering with 'best in class' SaaS providers, East Bay Loyalty

offers clients a diverse portfolio of industry-leading technologies for marketing and communication. These cutting-edge software systems provide robust marketing and communications capabilities and comprehensive analytics.

East Bay Loyalty is currently

offering a free 30-day trial, call to schedule a demonstration or to sign up to start your free customized trail. You can contact Bruce Hunt at 925-209-6885, via email at bruce@eastbayloyalty.com or online at www.eastbayloyalty.com.

