



*its raining free sms*  
**text.co.zw**  
econet netone telecel

# FREE SMS Zimbabwe Company Profile

A full detailed company profile version in word is available on request.

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# Introduction

- FREE SMS Zimbabwe offers a platform for FREE texting to netone, econet and telecel.
- Available from **www.text.co.zw**, it allows users to text from any web enabled device including computers and mobile phones with automatic detection of the mobile device so as to optimise the view.
- Users text directly to a recipients' phone with no charges being incurred on both sides therefore no need for the recipient to be online or on facebook- just their handset.

# Introduction

- Users get 2, 5 or 10 FREE SMS a day (depends) and credits are automatically added into users accounts
- To become a member, users simply register at [www.text.co.zw](http://www.text.co.zw) and then login after clicking on the activation email sent to their email box
- FREE SMS Zimbabwe also offers 6 services as opportunities for potential advertisers

# FREE SMS Zimbabwe Services

1. SMS Signature Advertising
2. Personalised SMS
3. Demographic SMS Advertising
  1. Targeted (with or without bulkmail marketing)
  2. Untargeted (with or without bulkmail marketing)
4. Bulksms Purchasing including API
  1. Bulksms Purchase without Ads
  2. API Reseller
  3. API Reseller with website design & integrated
5. Bulkmail Marketing

# 1. SMS Signature Advertising

- FREE SMS Zimbabwe allows sms signature advertising on every outgoing message.
- FREE messages being sent by registered users are limited to 100 characters leaving 60 characters for commercial advertising. (a message is 160 characters long)
- Companies can then buy this advert space (60 characters) and have advert campaign attached as a signature to the initial 100 being randomly sent out to millions of users thus capturing a heterogeneous market.

# 1. SMS Signature Advertising Example

- Nkomo and Shumba are one of the many users using our FREE SMS service for texting
- XXX Bank is a client that has subscribed to our SMS Signature advertising service for 10 000 sms adverts.
- FREE SMS Zimbabwe has prepared the following 60 character SMS Signature advert on behalf of XXX Bank

# 1. SMS Signature Advertising Example

XXX Bank Advert:

“0.00% interest rate loans at XXX Bank for the first 6 months”

Now Nkomo like many other users logs onto **www.text.co.zw** and texts his Friend, Shumba the following message:

"Shumba, are we still set for our meeting at 12 tomorrow."



# 1. SMS Signature Advertising Example

- When the above messages gets delivered to Shumba, it will look like this:

“Shumba, are we still set for our meeting at 12 tomorrow- 0.00% interest rate loans at XXX Bank for the first 6 months”

This will be the case for all the 10 000 sms following but going to different people thus capturing a heterogenous market out there.

# 1. SMS Signature Advertising

## 10 reasons why its effective

1. Text messages have a 94% read rate!
2. 90% of texts received are opened within 3 minutes
3. 25% of text messages received are forwarded to other users who can alternatively forward to others and so forth. When the message contents are particularly interesting or the message is written in an interesting way then the forwarding rate can easily reach 40%
4. Compared to the ineffective email or bulk email advertising with bounces and spam etc, text message campaigns have cost savings of up to 500%

# 1. SMS Signature Advertising

## Why its effective

5. Offers sent via text convert 10-20 times higher than email/direct mail.
6. 90% of all cell phones in Zimbabwe can be reached via sms.
7. Approximately 12% of mobile subscribers who receive a text advert always respond to it.
8. Text messaging campaigns increase customer acquisition by 5-15%.
9. Over 90% of Zimbabweans will not leave home without their cell phone.
10. Everyone including big companies is going mobile thus capturing a potentially growing market.

# 1. SMS Signature Advertising Pricing

CODE	Quantity	Pricing		
		Discount	Per Msg	Price
SIGN250	250	0.00%	\$0.0200	\$5
SIGN1000	1000	0.05%	\$0.0195	\$20
SIGN5000	5000	0.10%	\$0.0190	\$95
SIGN10000	10000	0.15%	\$0.0185	\$185
SIGN50000	50000	0.20%	\$0.0180	\$900
SIGN100000	100000	0.25%	\$0.0175	\$1,750

## 2. Personalised SMS Advertising

- Allows the same message to be sent to multiple users eg 20000 but each message gets personalised based on the users details.
- To help you understand, consider company called ABC LTD who have 10 000 clients each owing a balance.
- The table below shows an excel sheet where these customers have been prepared. Column B shows the same message to be sent to all customers.

# 2. Personalised SMS Advertising

## Personalised Excel Sheet

A	B	C	D	E	F
Mobile	SMS Message	Full Name	Account	Balance	Date
263772629848	Dear %3. Your account number %4 has an overdue balance of \$%5 due on %6	Mbongeni Moyo	34783	343.46	23-Jul-11
263771234567	Dear %3. Your account number %4 has an overdue balance of \$%5 due on %6	Shadreck Mushandi	52435	25.75	24-Sep-11
263771234568	Dear %3. Your account number %4 has an overdue balance of \$%5 due on %6	Garikayi Bvumbu	45624	7.00	3-Aug-11
263771234569	Dear %3. Your account number %4 has an overdue balance of \$%5 due on %6	Spiwe Tshuma	97706	26.35	9-Sep-11
263771234570	Dear %3. Your account number %4 has an overdue balance of \$%5 due on %6	Henry Thomas	36425	24.34	12-Jul-11
263771234571	Dear %3. Your account number %4 has an overdue balance of \$%5 due on %6	Munamoto Ponzo	90254	244.50	15-Sep-11
263771234572	Dear %3. Your account number %4 has an overdue balance of \$%5 due on %6	Zimisele Vundla	26546	92.30	21-Dec-11

## 2. Personalised SMS Advertising

- When the excel sheet is uploaded to the sms platform, the message (in B) variables picks up the values in the appropriate columns to replace in the actual message
- The resultant message sent out is as shown in the table overleaf.
- Note that each customer receives a message addressing him/ her with their own details

## 2. Personalised SMS Advertising

### Final sent messages

#### SMS Message

Dear **Mbongeni Moyo**. Your account number **34783** has an overdue balance of **\$343.46** due on **23-Jul-11**  
Dear **Shadreck Mushandi**. Your account number **52435** has an overdue balance of **\$25.75** due on **24-Sep-11**  
Dear **Garikayi Bvumbu**. Your account number **45624** has an overdue balance of **\$7.00** due on **3-Aug-11**  
Dear **Spiwe Tshuma**. Your account number **97706** has an overdue balance of **\$26.35** due on **9-Sep-11**  
Dear **Henry Thomas**. Your account number **36425** has an overdue balance of **\$24.34** due on **12-Jul-11**  
Dear **Munamoto Ponzo**. Your account number **90254** has an overdue balance of **\$244.50** due on **15-Sep-11**  
Dear **Zimisele Vundla**. Your account number **26546** has an overdue balance of **\$92.30** due on **21-Dec-11**



## 2. Personalised SMS Advertising Pricing

<b>CODE</b>	<b>Quantity</b>	<b>Cost per msg</b>	<b>Pricing</b>
		<b>Sale</b>	<b>Sale</b>
CSTM100	100	\$0.035	\$5
CSTM300	300	\$0.034	\$11
CSTM500	500	\$0.033	\$17
CSTM1000	1000	\$0.032	\$34
CSTM2500	2500	\$0.032	\$82
CSTM5000	5000	\$0.030	\$150
CSTM10000	10000	\$0.029	\$290

# 3. Demographic SMS Advertising

- Our systems enable us to target different markets by demographic grouping eg 18- 25 age group, 18- 25 female age group, just females or over 40 sales and marketing reps etc.
- These users have all consented to their information being used for advertising purposes therefore we can advertise to their mobile phones or emails on your behalf.
- You do not need to have your own mobile phone/ email database for this as we will provide

# 3. Demographic SMS Advertising

Demography	Reason for capture/ Examples
Age Groups	To target certain age groups eg Marketing on behalf of an Event management company to the 18- 40 age group about an R. Kelly show
Profession	Eg Advertising on behalf of a bank targeting the pay day for civil servants
Gender	Eg Advertising about a services at a male football match
City	Eg Advertising a service only found in a specific city eg in Harare only
Country	Eg Advertising to the diaspora about business opportunities in Zimbabwe
Email	Can be used for all the above as bulkmail
Referral	So as to know where to focus our marketing

# 3. Demographic SMS Advertising

## Two Types

There are two types of this services:

### **Targeted Demographic SMS Advertising**

As explained above, we can advertise to a specific user group according to your requirements

### **Untargeted Demographic SMS Advertising**

This applies to cases where there is no specific demographic group to target in which case we simply blow out tens of thousands of sms to every user without looking at the demography

# 3. Demographic SMS Advertising Pricing- Targeted SMS Advertising

CODE	Quantity	Pricing per msg	Pricing
DMGS300	300	\$0.040	\$12
DMGS500	500	\$0.039	\$20
DMGS1000	1000	\$0.038	\$38
DMGS2500	2500	\$0.037	\$93
DMGS5000	5000	\$0.036	\$180
DMGS10000	10000	\$0.035	\$350

## SMS And eMail Marketing to a targeted user demography

CODE	Quantity	Pricing per msg	Pricing
	SMS & eMail	Sale	Sale
DMGC300	300	\$0.055	\$17
DMGC500	500	\$0.053	\$26
DMGC1000	1000	\$0.051	\$52
DMGC2500	2500	\$0.045	\$115
DMGC5000	5000	\$0.041	\$205
DMGC10000	10000	\$0.038	\$380

## 4. Bulksms Purchase

Some users have their own mobile phone database and prefer to just buy the sms credits. We do cater for such customers too and we have 3 options:

- a. Bulksms Purchase (comes without Ads)
- b. API Reseller
- b. API Reseller + website design & integrated

## 4. Bulksms Purchase

### a. Bulksms Purchase (without ads)

Our SMS Signature advertising above comes as 100 character for the message and 60 characters at the end for commercial ads and all these texts are free.

You can choose not to have adverts and have a complete 160 character sms with no other limitations.

## 4. Bulksms Purchase

### a. Bulksms Purchase (without ads)

Examples of some of the rates for our international packages are shown below. Note that these are just some of the few countries, more rates can be found from our website

[www.etext.co.zw](http://www.etext.co.zw)



## 4. Bulksms Purchase

### a. Bulksms Purchase (without ads)

- There is no exact pricing structure. Whatever you pay is what we credit your account with.
- For every sms you send to any country- local or international, the rate is deducted from your credit.
- Rates are shown in the table below

# 4. Bulksms Purchase

## a. Bulksms Purchase (without ads)

Country	Rate	Country	Rate	Country	Rate
South Africa	3.0 cents	Hong Kong	3.0 cents	Lesotho	5.5 cents
Zambia	3.0 cents	Saudi Arabia	3.0 cents	Swaziland	5.5cents
Angola	3.0 cents	Mozambique	3.5 cents	Australia	6.0 cents
New Zealand	3.0 cents	Malawi	3.8 cents	Canada	7.0 cents
Kenya	3.0 cents	Botswana	4.0 cents	United Kingdom	7.0 cents
Namibia	3.0 cents	Denmark	4.5 cents	Zimbabwe (with out ads)	3.0 cents
Zaire/Congo	3.0 cents	Tanzania	5.0 cents	Zimbabwe (with ads)	0.0 cents

# 4. Bulksms Purchase

## a. Bulksms Purchase- Pricing

CODE	Quantity	Cost per msg	Pricing
BULK300	300	\$0.030	\$10
BULK500	500	\$0.029	\$15
BULK1000	1000	\$0.028	\$30
BULK2500	2500	\$0.027	\$70
BULK5000	5000	\$0.026	\$130
BULK10000	10000	\$0.025	\$250

## 4. Bulksms Purchase

### b. API Reseller

Some clients prefer to text from their own platform or website.

We provide an API to integrate into our systems so that once you have bought the sms credits, you simply connect to us using the API url and get the SMS constantly delivered to you on the go

# 4. Bulksms Purchase

## b. Pricing- API Reseller

- We FREELY provide you with our API url and you integrate into your site.
- The same pricing structure for **Bulksms without ads** applies here:

# 4. Bulksms Purchase

## b. Pricing- API Reseller

CODE	Quantity	Cost per msg	Pricing
BULK300	300	\$0.030	\$10
BULK500	500	\$0.029	\$15
BULK1000	1000	\$0.028	\$30
BULK2500	2500	\$0.027	\$70
BULK5000	5000	\$0.026	\$130
BULK10000	10000	\$0.025	\$250

## 4. Bulksms Purchase

### c. API Reseller with website design

Same as above but we can also go a step further and design a website that does exactly the same as us therefore you do not have to do the hard work of designing the site.

We can even customise it in any way based on your preference.

We will also include the domain registration for the site and webhosting

## 4. Bulksms Purchase

c. API Reseller with website design

Pricing (also see overleaf)

CODE	Quantity	Cost per msg	Pricing
BULK300	300	\$0.030	\$10
BULK500	500	\$0.029	\$15
BULK1000	1000	\$0.028	\$30
BULK2500	2500	\$0.027	\$70
BULK5000	5000	\$0.026	\$130
BULK10000	10000	\$0.025	\$250



## 4. Bulksms Purchase

### c. Pricing- API Reseller+ website design

- Same pricing structure as above applies with the following added:
- \$100 for the SMS website design
- \$15/year for domain registration
- \$15/month for ongoing support and maintenance of the site including hosting
- \$10/month for monthly website hosting
- You are free to further customise the site to your own liking but we can also customise it further for you for an additional cost if preferred.

# 5. Bulkmail Marketing

As much as we can send bulk sms based on a given demography or non demography, we can also do the same with emails.

Our systems enable us to target different markets by demographic grouping eg 18- 25 age group, 18- 25 female age group, just females or over 40 sales and marketing reps etc.

If you just want the emails to be blown to any user, we can simply do so too without targetting any specific demography

# 5. Bulkmail Marketing Pricing

## 5.1 Untargeted Bulkmail

CODE	Quantity	Cost per msg	Pricing
		(less than 1cent)	
BKMU1000	1000	0.0100	\$10
BKMU5000	5000	0.0040	\$20
BKMU10000	10000	0.0030	\$30
BKMU25000	25000	0.0020	\$50
BKMU50000	50000	0.0015	\$75
BKMU100000	100000	0.0010	\$100

## 5.2 Targeted Bulkmail

CODE	Quantity	Cost per msg	Pricing
BKMT1000	1000	0.0150	\$15
BKMT5000	5000	0.0069	\$30
BKMT10000	10000	0.0045	\$50
BKMT25000	25000	0.0036	\$80
BKMT50000	50000	0.0023	\$120
BKMT100000	100000	0.0015	\$160

END

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