

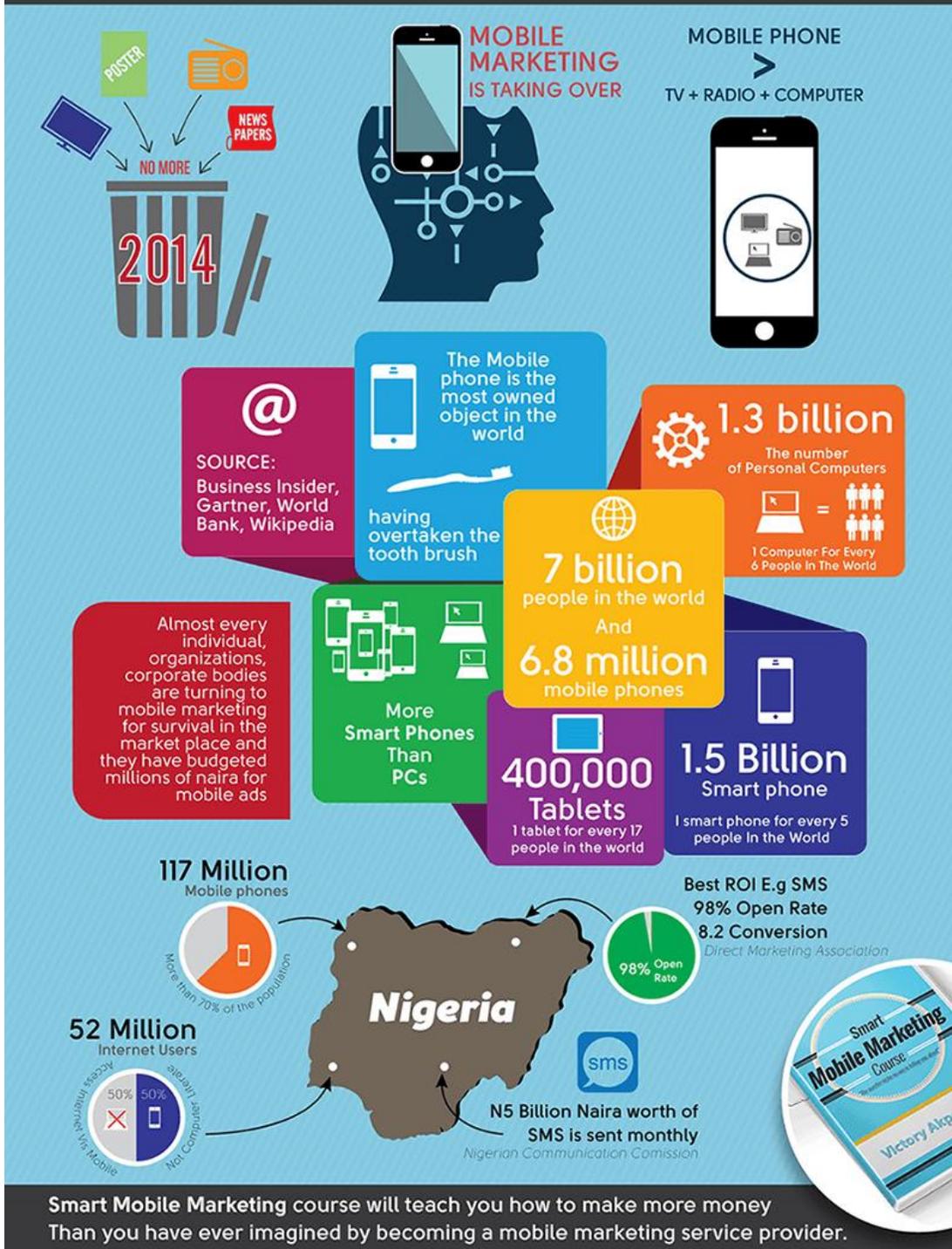
GSM Shortcode Business Blueprint

Presented By

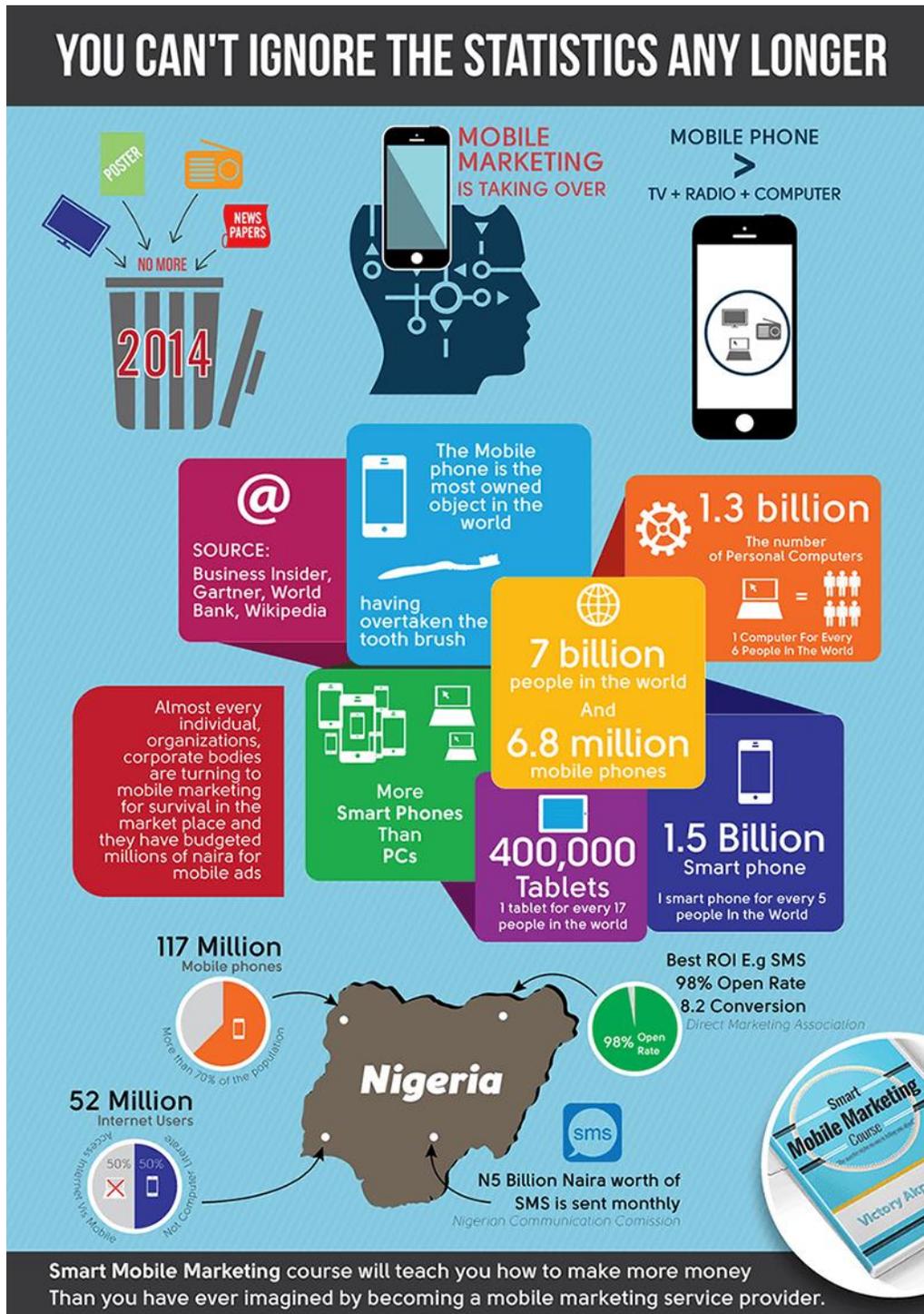
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<http://www.supremeshortcode.com>

YOU CAN'T IGNORE THE STATISTICS ANY LONGER



Before I get into the report proper let me quickly call your attention to the above info graphic. The various statistics form the basis of the report and hence it is very relevant to our discussion. So I want you to carefully look at the info graphic again and pay maximum attention to the statistics this time.



What did you observe from the above info graphic?

It simply reflects the fact that mobile is currently dominating the world globally.

The mobile revolution is on with or without you. To be precise the mobile phone is the world most owned object. As we know every revolution comes with a positive and negative side.

Because of the objective of this report I will dwell on the positive side of the mobile revolution. Interestingly, one of the advantages is the birth of 'mobile marketing'.

What is mobile marketing?

Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.

The objective of this report is to show you how to benefit from one of the numerous mobile marketing opportunities called 'GSM Shortcode'.

GSM ShortCode SMS business simply involves setting up a system that allows you to use a "short code" to provide variety of mobile content through text messaging. People that subscribe to your "shortcode" are billed automatically by their network provider and you get your own share from it.

What is a Short Code?

It is a premium 4 or 5 digit number which GSM users can send some information to and get an auto reply. The way people that text to a shortcode are billed is different from the way they are billed when they text to gsm numbers. Shortcode have the following tariff, N30, N50, N100.

The tariff is the amount of airtime that will be deducted whenever anyone responds to the code. You can get it from companies or [sites that offer short code services in Nigeria](#). You cannot get it directly from MTN, Glo etc

Big Brother Africa, Nigerian idols are examples of TV programs that use "short code" for SMS voting. It can also be used for SMS competitions, Text 2 Win promotions, charity sms donations and can also be used to provide information services eg health tips etc

If you set up a shortcode, you can make money in partnership with the mobile network operators, while you also have access to the phone numbers of the short code subscribers for other marketing purposes.

Types of Gsm shortcode

There are basically two types of gsm short codes: the dedicated short code and the shared short code.

Dedicated Short Code vs Shared Short Code

A dedicated short code is leased and exclusively used by only one brand. All of the setup costs and fees associated with a dedicated short code are the responsibility of that one brand, which can make the option of buying a dedicated short code out of reach for some. And most people acquire a dedicated shortcode solely for the purpose of branding. A major difference between the dedicated and shared code is that subscribers of a dedicated code are mandated to type any word before supplying the information they are to send to the shortcode.

Shared Code is used by multiple brands, which share the setup costs and fees, making it affordable to smaller brands. Keyword makes it possible for brands to share one short-code. It is the keyword that partitions each user to his own account without interference of other people sharing that code.

The keyword is what your prospects will type first before any other information you want them to send to the code. Eg. **Send 'vote' space 'contestant name' to 33811".**

The keyword in the example above is 'vote' while the shortcode is 33811'

What is the business potential?

GSM shortcode business is one of the few transparent digital businesses you can venture into for huge profit. Like you saw from the infographic at the beginning of this report, there are more than 100 million active mobile phone users in Nigeria and getting less than 1% of that volume to respond to your code simply makes you a millionaire.

The fact is, the shortcode is already a premium number that bill mobile phone users any of the following tariff; N30, N50 or N100.

Note: There is also a N10 tariff but there is no payout for that plan. It is used mostly by NGOs' for organizing mobile poll or a survey.

So the business is very lucrative as it bills mobile phone users your assigned tariff whenever they respond to the shortcode and as such you earn immediately.

Basically you need to understand that the shortcode is there to bill mobile users so the next thing is how creative you can be to apply the code to a program that will attract massive response.

Fact: It is a business of numbers. By number I mean the more people you get to respond to the shortcode the more money you earn automatically. This fact should be established in your mind so as to keep you motivated to promote your shortcode the best you can.

How can you make money from the GSM shortcode?

Firstly, let me share with you the following ways the past and current successes we have recorded at www.supremeshortcode made their huge returns.

Here are some campaigns that have always produced massive result.

- (i) Religious content
- (ii) Job vacancy alert
- (iii) News (sport, political etc)
- (iv) Educational content (health tips, exam tips etc)
- (v) Fund raising

***** Here is how you can monetize gsm shortcode with religious content.**

You have to understand that religious head are leaders with a large audience as followers. You also need to admit the fact that there are some religious leaders that have massive followers who are 100% loyal and responsive to them.

Take for example Christian leaders like Pastor Adeboye, Bishop Oyedepo, Pastor David Ibiyomie and a few others are respected men of God with large and committed followers.

So if you can get a shared shortcode and partner with any of these big churches with large a audience then you are on the success path. In this regard the religious head will announce your shortcode to audience so that interested members that want to be receiving prophecies or prayers from the Man of God can respond to it.

This can be done by officially partnering with the church or mosque or just literally inform them that you want to use their name to promote your content. Discuss the business potential with them and decide on the percentage they will get by partnering with you for each response.

My advice: Simply design your program in such a way that your subscribers will be motivated to continuously subscribed to the shortcode. This is the way you can continuously earn from it.

***** Here is how you can monetize gsm shortcode from the job vacancy alert niche.**

Remember the common saying that if you provide solution to problem money will come to you. You can apply that concept into your shortcode business by providing job vacancy alert to the large population of unemployed Nigerians. The alarming unemployment rate in Nigeria comes with an opportunity. That is why you see website like www.jobberman.com and other jobs sites generating a lot of revenue because of the high traffic they have. The bottom line is that the unemployed people want to be constantly updated with available job vacancies.

Meanwhile a lot of them don't have access to the internet thereby making their mobile phones the best source of receiving information. Since it is independent of where they are or what the time is. That is where the shortcode business opportunity comes in. You simply tell them to subscribe to your shortcode for regular update on job placements.

Note: The easiest way to make it big in this niche is to acquire the gsm database of universities graduates so that you can send bulksms to their gsm numbers about your shortcode program.

This is a typical example of such messages.

“Are you unemployed? Here is an opportunity for you to get alert about the latest job in town right on your phone. Text ‘Alert’ to ‘33811’.

Provided you always deliver the information you promised them before subscribing to your shortcode they will continuously subscribe to it. For the job niche you can always get update from sites like www.jobberman.com, www.ngcareers.com etc.

***** Here is how you can make money from your gsm shortcode with ‘News Alert’**

This is one of the most common niche a lot of people are using to make money from the gsm shortcode. This involves you delivering news update to interested mobile phone users.

As of the time this report was written the 2015 Nigeria general election is alarming and everyone is curious to stay current with news update for one reason or the other. Hence the masses are ready go trade their N30, N50 or even N100 for a timely and quality news update at the convenient of their mobile phones irrespective of where they are.

To start with this niche, simply get the gsm database of active mobile phone users in Nigeria. Then broadcast your promotional message to the quantity of numbers you can afford considering the cost of bulksms. After which those who are interested will follow your call to action and respond to the shortcode.

***** Here is how you can make money from your shortcode with 'health tips' update**

This aspect of monetizing the shortcode is closely related to the news update strategy. But this is more inspiring because it's a very sensitive aspect of life to everyone. Basically no one wants to die. Therefore the masses are ready to spare a token to get update via their mobile phones on sensitive health issues.

A typical example is what one sharp folk did during the ebola outbreak. The guy made huge earnings from the keyword 'ebola' he set up. Because almost everyone at that time was swallowed with fear and needed to do everything humanly possible to stay safe from the dreaded disease.

***** Here is how you can monetize gsm shortcode through 'fund raising'**

I will show you the best strategy I have used personally for this method. You can get a shortcode to raise fund if you have an NGO. Then if you are just an entrepreneur you can approach any NGO with a credible profile and make them a proposal of partnering with you to use your shortcode for a mobile fund raising campaign. After which the revenue is shared accordingly to the agreed percentage.

Note: There are so many ways people are using to monetize Gsm shortcode. So the fact that I listed just a few doesn't mean other methods don't exist. A lot of people also integrate the shortcode into mobile applications such that people pay when they try to download the app etc.

How can you promote your Gsm shortcode?

This is a very sensitive aspect of the report and I advise you pay maximum attention here. To ensure everyone benefits from this report I have categorized this section into two *which include the free and paid method of promoting your gsm shortcode.*

I will start with the free methods of promoting your gsm shortcode.

Free ways to promote your gsm short code

- (i) Forum posting: This involves you putting up a thread on a forum or contributing to a thread closely related to your shortcode niche. I don't mean you should start wasting your precious time posting on any forum on the internet. You must be smart enough to search for a forum where your targeted audience is gathering.

Whenever you browse a forum simply take your time to look for sections of the forum that are closely related to what your shortcode promotion is about. This is to prevent you wasting your bullet on a wrong target. Take for instance, you want to promote contents on job vacancy and you are sending bulksms to entrepreneurs. This is obviously a wrong targeting effort. So always search for forums that serve your targeted audience and categories meant for your prospects.

Again, don't just post or put up any content on a thread. For maximum conversion I advise you implore educational marketing when using forum posting. Educational marketing involves you posting insightful articles that are beneficial to the forum readers without directly selling anything. Take for example; you want to be sending tips on how people can start their own businesses. It will be absurd for you to visit a forum and put up a thread titled 'Tips On How To Start Your Own Business' and then write an article like,

'Dear friend,

To receive sms tips on how you can start your own business text "inspire" to "33810".

Hell No!

Such an update won't convert anyone because nobody likes to be obviously sold to. I won't make sense to anyone because they don't know you nor have any reason to follow your counsel.

Here is what educational tells you to do instead. Go to a forum that best serve your targeted audience and put up a thread title like **'5 Ways You Can Quickly Turn Your Idea into A Business'** and then publish an article like,

Dear Business Owner,

Recent times have brought a steady parade of fear to a lot of Nigerians as the unemployment rate is on the increase. The apex of it all is that even the so called government workers are beginning to realize that their financial life is not secured with their current job. This is because the government gave failed to meet up with their bills.

Now where do we run to for financial security?

The most guaranteed way is to start your own business.

Below are 5 ways you can turn you ideas into a business without breaking the bank.

Then you go ahead and list them. After which you can conclude the article with something like this...

To receive more tips on how you can start and grow your business with little or no capital text **'Info'** to **'33818'**. SMS cost N100.

Thanks

Your name.

You can see that the above article is very educative. And after the readers go through it they will be motivated to trade their N30, N50 or even N100 to continuously receive such an informative content. This is simply because you have given them relevant information absolutely at no cost leaving them to imagine how resourceful your paid content will be.

So giving out quality information initially for free enables your audience to build a reasonable trust in your service and as such their resistance to respond to you shortcode is completely eliminated.

(ii) Strategic Joint Venture (JV) or Partnership

This is one of the easy ways to promote your shortcode. After the shortcode is set up you take your time to identify a church or churches within your vicinity that have a large population. Then you need to approach such a church and talk to them about the opportunity to generate an extra income for the church without spending a dime from the church wallet with your shortcode. Provided any fund won't leave the account of the church a greater consideration will be given to you. That is why I recommend this strategy a lot.

Present your proposal in a very appealing manner to them that you have the shortcode activated already. You can as well demonstrate practically to the committee you are having meeting with for them to see how shortcode work. At the end of your presentation you tell them that all they need to do is to announce it to their congregation in order for them to start responding to the code for daily prayers or prophecies from the man of God. Then you share the revenue with them based on an agreed percentage. Since they have the members and you have the shortcode.

In a situation where your keyword is 'Prayer' then the church members will have to text 'Prayer' to the 'shortcode' which could be 33811, 33810 etc.

You can also duplicate this strategy to any organization with a large audience, fans or supporters. You can also contact schools, mosque, radio presenters, TV stations, News paper columnist or the publisher themselves, Journalists etc.

The last set of people listed above is very vital for the strategic partnership because they already have an audience. I was surprised when a group of journalists' got over 23,000 responses in less than 1 month. This is because they already have the audience. Don't underestimate media platforms. Majority of them like TV presenters slides the shortcode promotion on the bottom side of the screen while they are on their program.

Note: You can partner with NGOs in such a way that they can use your shortcode for their fund raising activities. You simply go to online directories like www.vconnect.com and search for active NGOs within your immediate environment. Build a mobile list of a reasonable number of them and then send a bulk sms campaign to them about your proposal. Also put it clear in the text message that they can invite you for a presentation. Anyone that accepts the proposal will put it in their publication and other publicity materials for the fund raising program to commence thereby revenue generated via the shortcode will be shared between the both parties. Meanwhile ensure you state the percentage sharing ratio clearly before the closure of the JV.

When it comes to the sharing formula I advice you don't get greedy about it because they are the ones handling the promotion of the shortcode more so to their audience. Because having discussed your idea with them and the JV didn't go through successfully they will contact any Vas provider to set up their own shortcode or even contact someone else for such a JV.

Be smart!

(iii) Facebook groups posting

Social media marketing has recorded several mile stone when it comes to online marketing success. For a fact social media site like Facebook has a viral effect. More so the free marketing advantage and possibilities they offer.

There are several social media sites but I will focus on facebook in this report. Facebook have groups and these groups are where people with a common interest gather to relate. So after setting up your shortcode go to facebook and join as many groups as humanly possible that are related to your niche. Then you can start posting and sharing your contents using the educational marketing strategy in the groups. This method will also deliver some responses no matter how little it could be.

(iv) Blog Commenting

This is another method of promoting your gsm shortcode for free. Though this method may not produce gigantic result like the paid ones but the fact is with consistency result is guaranteed. This will eventually become one source of income for your shortcode.

Here is the way it works. Go to www.google.com and search for blogs that are related to the niche content you are promoting with your shortcode. Then always make out time to contribute positively to the posts published by the admin with your comments. Don't just make any comment but make it very useful and at the end tell them to subscribe to your shortcode for more information. This is another way of utilizing the educational marketing concept.

These are the paid methods of promoting your gsm shortcode

Kindly understand that you don't need to budget millions of naira before you can start harnessing any of the options below. I advice you always initiate a promotion that suit your available fund at any point in time instead of endlessly waiting for bulk fund and then gradually scale up.

Below are the paid methods of promoting your gsm shortcode

(i) **BulkSMS:**

This is the most common paid method of promoting gsm shortcodes and the best way of informing the masses about it because the mobile phone remains the closest device to any individual. So if you want people to know about your shortcode then you do a bulksms broadcast to their mobile phones.

There are several bulksms providers out there. You can also go to www.google.com and search for 'bulksms service providers'. My recommendation is www.simplesms247.com because they can provide you with a very wide of highly categorized valid gsm numbers that will meet your campaign purpose for optimum conversion.

(ii) **Online Ads**

This involves advertising your gsm shortcode on the internet. I see a lot of caller tunes and shortcode advert on www.lindaikeji.blogspot.com. And that is exactly what am talking about here. You can advertise it using a text ad or banner ad. The main thing is to choose a blog that have a reasonable number of your targeted audience based on the kind of service you are doing with the shortcode.

(iii) **Mass mailing**

This method involves you sending an email message to a large email database of Nigerians. You will have to buy the valid email addresses and then get software to use for the broadcast. It is advisable to also use the educational marketing strategy for optimum conversion.

I have exposed to you all I know about making money with gsm shortcode. If only you act on this information then your success is guaranteed. The fact is, I believe you will take the relevant action needed to start generating fund from the gsm shortcode business that is why I took my time to pen this down. So it's up to you to make us proud!

Here Is How You Can Get Your Own GSM Shortcode

Goodnews!

I've eliminated the rigorous processes and the risk usually involved with setting up a premium gsm shortcode.

Simply text **'Setup my shortcode'** to **'08031977935'** and proceed online to www.supremeshortcode.com to fill the register form. Then proceed to the bank to pay in the sum of N80,000 only into the company's account.

Here Is A Little about SupremeSHORTCODE.com

Supremeshortcode.com is a VAS provider in Nigeria. Supremeshortcode has been serving the mobile industry since 2010 with a very large port folio of satisfied clients and currently rocking the top search result of Google for keywords related to gsm shortcode.

Supremeshortcode.com offers excellent payout, real-time monitoring, customer support and many more positive attributes you can't wait to experience.

Here Is A Little about Mr Victory

Victory O. Akpomedaye is a serial entrepreneur who has built multiple successful online businesses hitting millions-in-naira sales mark from the scratch without any special funding.

He is a Mobile Marketing Consultant, Internet Marketer, Web Developer and CEO (SupremeWEB Solutions Limited). Since 2010, I have positioned hundreds of individuals as service providers in the Mobile marketing niche who have been earning consistently online.

I have also helped companies/organizations to engage more customers and clients, retain them, learn more about them and sell to them using my mobile marketing strategies. Mobile is, and will continue to be, the communication platform of choice for people across the globe. That's why the world needs mobile visionaries, people who can, and are brave enough to, interpret the trends and innovation and share their vision of how mobile will shape the world. Victory O. Akpomedaye is one of these people.

He has also engaged in the development of several mobile marketing applications currently serving the industry. His latest launch is the MobicomCMS selling at www.mobicomcms.com. Other applications that have his credit are Supreme School Management System, Supreme Voice Broadcasting System and lot more.

I knew mobile was where I needed to be.

Knowing is not enough we must apply. Willing is not enough we must do. ~ Bruce Lee

Action is what count.

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