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eBook

BUSINESS SERIES

BREMOBILE AND YOUR BUSINESS



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BREMOBILE INC.
eBook Business Series

INTRODUCTION

Welcome to **BREMOBILE's eBook Business Series**. Here you can learn how to better manage, grow and scale your business or organization. Whether you are a business owner, manager, director, decision maker or entrepreneur, you might benefit from the engaging, stimulating and relevant content. The content provided is for *"entertainment purposes only"*.

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Frank B. Phillips
Founder & CEO



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This Is Why We Bre: Breaking Down BreMobile

So you've heard the hype, seen the social media, and you're ready to admit it: you're curious about BreMobile. The next step involves breaking down exactly how this mobile marketing app is different from what's already out there, and how it can change the face of advertising – particularly for small businesses. We understand the risks companies run when trying out new technology and apps, and the pitfalls that await them if things don't work out. Take a look at some of the reasons why BreMobile is not only a great choice for small businesses, but a new way of looking at mobile advertising.

A New Experience For Mobile Display Advertising: As people spend more and more time on their mobile devices, advertisers have struggled to adapt. Companies need an app that is streamlined, smart, and designed specifically to help brands monetize mobile space in a way that works for them.

Volume-Driven: Unlike a lot of companies out there (particularly those focused on mobile space), BreMobile is volume-driven. This allows for a lower advertising cost, which is a vital factor for small businesses hoping to break into the mobile world.

International Appeal, Local Focus: BreMobile deftly combines a global vision on a local scale. With so me many different platforms and devices out there squabbling for attention, BreMobile will soon become the uniting factor. Small businesses across the world will be able to post any ad, at any time. And thanks to BreMobile's ability to track consumer demographics in real time, they'll see reactions to ads as they happen. It will help keep businesses focused on connecting to their customers.

Designed For The World: Since it has had a global focus from day one, BreMobile won't have any hiccups when it comes to international communication. There won't be any concerns about language barriers or potential pitfalls from foreign technology. BreMobile came out of the gate determined to be an easy and accessible app that can be easily translated into most of the world's languages, and used on most mobile devices.

Making This Look Easy: Mobile marketing is still a relatively new area of advertising, and there are a lot of concerns surrounding it. BreMobile is here to help with those issues, making mobile advertising a fun and enjoyable experience for consumers. Small businesses know that appealing to customers is essential for survival in today's economic climate, and nobody has time to struggle with a buggy or user-unfriendly app. BreMobile makes the experience fast and fun, and connects consumers and small businesses at the speed of light.

Money Matters: At the end of the day, budget is a major factor in any small business plan. BreMobile's cost-effective programs (which start at $5.00/week for international ads and $10.00/week for American ads) can fit into any budget, providing small businesses with effective and demographic-targeted mobile advertising without leaving a dent in the bank. This means that companies and brands will be making a bigger impact while spending less money, using the best method of mobile marketing available. It's a whole new way to view advertising – and BreMobile is on the cutting edge.

This Is Why We Bre: BreMobile Analytics

Every business person knows that at the end of the day, their customers are what really matter. Without them, your brand and your business have no chance of surviving. And besides providing them with the best products and service possible, a successful business needs to take things a step further: it needs to invest time and energy into understanding its client base. For a nominal fee, BreMobile provides you with comprehensive analytics that cover every aspect of the customer experience. You'll not only see what's working, you'll be able to fine-tune the aspects of your marketing campaign that just aren't registering. BreMobile brings you all the tools you'll need to make the most of your digital advertising. Here are just a few of the ways BreMobile takes mobile marketing demographics to the next level.

On Your Time: Depending on your customer base, business, or brand, you'll have different needs from your demographics. You might need them once a month, or every single day (particularly if you've just launched a new advertising campaign). BreMobile's customizable reports can come direct to you on a daily, weekly, monthly, quarterly, or even yearly basis. Compare and contrast how your stats change over time.

Direct Delivery: There are numerous formats BreMobile can use to deliver analytics to a small business. Data summaries can be sent to your tablet or email. If you're on the run (much like your customers), you can always have the reports sent directly to your phone. Whatever format works best for you and your business, BreMobile is ready to deliver.

Detailed Summaries: So what do these reports actually entail? You can customize them to your exact specifications, including only the data that is relevant to your brand and company. And BreMobile does more than hand over facts and figures, leaving you to figure them out: the service goes even further, helping you spot trends in your demographics and what customers like and dislike in your marketing campaigns. This data will help you keep one step ahead of the competition, and let you know just what your clients think of your advertising campaigns.

Break It Down: BreMobile analytics can be as broad or specific as you like. Have you been focusing your efforts on a specific demographic, and want to see if the work is really paying off? Or do you want a comprehensive look at overall trends for the past year? For both these choices (and everything in between), BreMobile can provide you with exhaustively detailed statistics. BreMobile's analytics are available based on brand, product, region, location, gender, or even one of the apps 100 categories or over 3,000 sub-categories. Whatever you need to get the clearest picture of your customers, it's all at BreMobile.

Fixer Upper: Let's say you're looking at your demographics, and something just isn't working. The campaign isn't clicking with clients, and you'd rather ditch it and work on a more profitable ad. BreMobile understands how quickly small businesses need to be able to react to a changing marketplace; you can alter, update, or tweak your ad 24/7. Within minutes of a report you can make the necessary changes to maximize profit and keep your mobile customers fully engaged with your brand.

BreMobile And Your Brand

BreMobile is about more than just changing mobile advertising: it wants to change the way brands interact with technology. BreMobile is committed to providing small businesses with the tools and resources they need to make the most of mobile marketing. With a focus on local business and cutting-edge technology, BreMobile is ready to take mobile advertising – and your brand – into the future of marketing.

BreMobile Directory: BreMobile's unique directory covers virtually every aspect of business you can think of. From beauty and fashion to parents and pet owners, there's something for everyone. And if the categories are too vague, BreMobile has hundreds of sub-categories to help customers find the perfect brand for their specific needs. For those customers who know what they want, the directories are also searchable by brand. That means consumers can quickly and easily keep coming back to their favorite companies with just the push of a button.

BreMobile And Customer Connectivity: Brands need a way to reach out and connect with their customers, a task that grows harder on an almost daily basis. Print and television ads are expensive and increasingly ineffective. Mobile marketing is the future, but most companies aren't sure how to make it work for them. BreMobile has the answer, with services that allow companies to keep in contact with their customers (and attract new ones at the same time). From text messages announcing sales to digital coupons to tempt new customers, BreMobile has the services small businesses need to stay on top in a challenging market.

BreMobile And Small Business: BreMobile is the first mobile platform where the focus is on small businesses. The challenges and tribulations that impact small businesses and brands are unique, and cannot be lumped in with other business models. BreMobile is devoted to helping small businesses target specific audiences for their ads and helping them to connect with the people most likely to benefit from their products. This revolutionary attitude towards mobile advertising and small businesses is what sets BreMobile apart from its competition, and is why customers will flock to the brands using this exciting new service.

BreMobile And Competitive Pricing: One thing most small businesses have in common is financial concerns. Even those doing well must constantly keep an eye on their budget, debating the wisdom of every single expenditure. More often than not they opt to cut out their advertising budget, unaware of what a hazard to success this move really is. BreMobile's costs fit into even the tightest of budgets: $10 per week of advertising in the United States, $5 per week of advertising globally. This entitles users to see their brand promoted on mobile advertising and directed at their target demographic.

Still a bit hesitant about this whole 'mobile advertising' concept? Then here's an incentive that will encourage every brand to try out the future of marketing. BreMobile is currently offering a truly incredible Early Bird Special. Those small business and brands that sign up before Jully 1st will receive 20 weeks of free mobile advertising. That's a tremendous deal on any platform, and doubly exciting from such a highly-anticipated newcomer as BreMobile.

This Is Why We Bre: BreMobile And Your Non-Profit

By now it should be clear that BreMobile is the obvious choice for small businesses and brands looking to take advantage of mobile advertising. The new service will offer innovation, advanced technology, and the tools to stay ahead of the curve. But does the same apply for non-profit organizations? BreMobile hasn't forgotten this incredibly important sector, and comes prepared to provide non-profit organizations with the necessary resources to reach their target demographic. Here's why BreMobile and non-profits are the perfect combination.

Separate Category: Non-profit advertising has a different target and focus than most small companies and brands. To make searches simple and fast for everyone involved, BreMobile has created an entire category for non-profits. This will keep the organizations from getting lost in the shuffle, allow people to focus in on what they're looking for, and get users the information they need fast.

Non-Profit Professionals: BreMobile promises 24/7 technical and account support, and non-profit organizations get these perks as well. But in order to fulfill the specific needs and concerns associated with non-profits, BreMobile will ensure that people experienced in this sector handle these accounts. This way organizations will receive the help and support they need from those who understand the ins and outs of this business best.

Local Non-Profts And BreMobile: BreMobile is all about empowering and innovating local businesses and brands, and that goes for non-profits as well. Besides providing them with the technological tools to reach the key demographic most likely to help their cause, non-profits will be able to join forces with other local organization. A local network of non-profits with similar focuses and causes could be easily and swiftly found thanks to BreMobile, providing a supremely useful resource for all involved. Additionally, smaller non-profits could reach out to and join forces with those that work on a national or even international scale. By empowering local non-profits, BreMobile will help them to stay connected to those that matter, and join forces with those that can provide additional support.

Getting Out The Message: Most non-profits have a simple but profound goal – raising awareness and spreading a message. Like brands and small businesses, keeping people informed is essential to the survival of a non-profit. BreMobile assists with this by making connecting with users a simple and fun process. Non-profits will be able to stay in contact with users through emails, text messages, and digital ads. And with BreMobile's low costs, non-profits won't have to blow their budgets on advertising: mobile marketing comes in at just $10 per week in the United States and only $5 a week internationally. That's a budget even the smallest of non-profits can afford (especially when it connects them with millions of interested parties).

Interested in seeing how BreMobile works for you and your non-profit? Then take advantage of your Early Bird Special: Until July 1st, if you register your non-profit organization with BreMobile, you will receive a credit for 20 weeks of free mobile advertising! That's 5 months of free mobile marketing for your non-profit on BreMobile. But this deal has only a short time left; so sign up and get ready to start connecting.

Leveraging BreMobile

BreMobile is a truly one-of-a-kind resource. It connects you to an international market on a global level. Its streamlined technology gives small businesses across the globe the ability to achieve success via mobile marketing. And since mobile marketing is quickly becoming the new frontier for advertising, small businesses need to adapt if they're going to remain competitive. That's where BreMobile comes in, giving businesses across the globe the cutting-edge technology that will allow them to achieve their goals. Below are just a few of the ways small businesses can leverage the power of BreMobile to take on mobile marketing and succeed in this competitive new industry.

Social Media Savvy: If a small business is going to have an online presence, they need at least a basic social networking plan. BreMobile can fully integrate with all major social media sites. Customers will be able to share their favorite new shops and locations with all their followers with just the push of a button -- keeping their friends informed and increasing revenue for small businesses.

Comprehensive Technical Support: Even the most streamlined of technology can confuse and puzzle users (especially when they're just getting started). Face it: you'e going to have questions. And the BreMobile technical support team is here to answer all of them. There's 24/7 service ready and eager to answer all your questions about the functionality and uses of the app. BreMobile will make sure you're secure, confident, and ready to take on mobile marketing.

In-Depth Analytics: Data is serious currency online, and mobile advertising is no different. If you don't know your audience and customers, you'll be wasting time and money trying to reach them. BreMobile offers real-time demographics and analytics of everyone looking at your mobile ad. Small businesses will be able to see who's engaging with their ads, who isn't, and what's the next step in their marketing campaign. From age and gender to location and interests, nobody offers a clearer picture of your mobile audience than BreMobile.

Steady Payment Plan: There are no surprises in BreMobile's payment plan. Small businesses count on every dollar, and with that in mind BreMobile has designed a marketing deal that fits into every budget. For $5/week internationally and $10/week in the United States, businesses will get the best mobile marketing service available. That's become BreMobile is volume driven, meaning that small businesses can invest in mobile marketing without a major financial commitment.

Early Bird Special: They say the early bird gets the worm, and we here at BreMobile want to reward those early birds! Be the first in line to take advantage of this remarkable mobile service by registering now. And when you do, BreMobile will thank you with 10 weeks of free mobile advertising. That's over 2 months of mobile ads, analytics, location services, and social media integration. With so much time and so many resources, you'll have no problem leveraging the power of BreMobile to the best advantage of your small business.

This Is Why We Bre: Why BreMobile Matters

Marketing for small businesses can be a double-edged sword. On the one hand, you want to reach the widest audience for your business as possible; on the other, you don't exactly have an unlimited budget. Small businesses are left with hard choices on how to best promote without breaking the bank, and often end up sacrificing advertising for security. But what if you didn't have to? What if there was a way to reach potential customers on a global scale for less than you invest in your weekly coffee addiction? BreMobile provides you with the tools to reach the audience you want, at a price that can't be beat.

BreMobile is a revolutionary new way for local businesses to reach the demographic of their dreams without hurting their bottom line. The mobile app allows companies to present themselves, their brands, and their products for a fraction of what other apps and websites ask for.

Small businesses have a very specific goal: reach the ideal audience. They don't want to waste time, energy, and most of all money focusing on people who will have no interest in what they're offering. Face it: a marketing campaign could reach a 100 million people, but it's essentially useless if none of those people are your intended demographic.

That's where BreMobile excels: the app allows you to target your demographic in multiple ways. Whether you want to target your audience based on age, gender, interest, lifestyle (or a combination of all of the above), BreMobile allows small businesses to get the attention of the customers they're looking for. And you can watch your customer base expand and grow with real-time analytics that are tailored to your specific needs and interests – just like the rest of BreMobile.

Once you've targeted the ideal demographic, BreMobile makes sure they can find you with its easy and accessible app. User-friendly and intuitive, customers won't waste time dealing with technical difficulties or interface issues. Instead, companies can focus on reaching the people they want – and customers can find small businesses that meet their needs in a hurry.

Now it's time to touch on the bottom line: how much does this advertising cost? When your budget is limited and every penny matters, you don't want to invest heavily in a method until you're sure it's going to work. BreMobile understands the unique plight of small businesses, and is priced accordingly. International advertisers have a starting rate of $5.00 per week for advertising, while US markets start at $10.00 per week. This allows small businesses the flexibility to try out the app without fear, and see just how big an audience they can reach in a small amount of time.

Make no mistake about it: BreMobile is going to rise through the ranks and become *the* mobile app for small businesses and costumers alike. It has a versatility and flexibility that will allow small businesses to thrive in a competitive marketplace. It's an indispensible resource that's going to change the face of mobile marketing and digital advertising – and small businesses are primed to reap the rewards.