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eBook

BUSINESS SERIES

BREMOBILE BASICS



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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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What is BreMobile?

By now you've probably heard about BreMobile. People are talking about it all over the internet, and buzz is growing at a rapid pace. But even if you've been following the rising tide of information, you still probably have a lot of questions. What exactly is BreMobile? What does it mean for the future of mobile advertising? And how can it help small businesses expand? Here's everything you need to know about this exciting new venture.

BreMobile is for small businesses: Unlike pretty much every other social networking site and mobile app out there, BreMobile is focused on small businesses. The program is devoted to providing small businesses with all the tools and resources they need to achieve their goals.

BreMobile is a new phase of mobile advertising: BreMobile combines the global and the local in one simple platform. Small businesses can reach across the world and down the street with the push of a button. That's it. BreMobile is devoted to showcasing your brand and company in the best way possible.

BreMobile lets you decide: Small businesses know who they want to reach. BreMobile facilitates that, allowing companies to pick and choose when and how they want to reach key demographics. And there are no financial surprises: BreMobile ads start at $10 per week in the United States and $5 per week internationally. For small businesses on a budget, this can be a tremendous factor.

BreMobile is customizable: Some businesses come with giant marketing firms; others are small businesses that do all their advertising in-house. BreMobile works with both ends of the spectrum, allowing brands to upload their own videos as well as providing them with templates to design the most effective ads for their companies. And once an ad is up, businesses can continue to change and tweak their advertising 24 hours a day. This allows companies to be as adaptable as they need.

BreMobile is on the cutting edge: One of the reasons BreMobile is getting such major buzz is because of its technology. The mobile app relies only on the best technical tools to guarantee a smooth and streamlined process. This ensures an easy way for companies to connect, and an enjoyable and informative user experience.

BreMobile has demographics: Want to know who's looking at your ads? Of course you do; small businesses (and even international conglomerates) need to keep a close watch on their demographics. That's where BreMobile excels: the mobile app provides companies with real-time analytics that cover every aspect of their demographics you can imagine: age, location, ethnicity, gender… there's numerous possibilities to help you pinpoint the ideal market for your company, product, or brand.

BreMobile focuses on volume advertising: By keeping its sites focused squarely on volume advertising, BreMobile is able to keep costs down for its advertisers. This is an essential factor for small businesses, where every single dollar counts. And BreMobile understands that and works tirelessly to help small businesses make the most out of their mobile advertising experience – and attract more customers in the process. Make no mistake about it: BreMobile is the future of mobile advertising for small businesses of every type.

This Is Why We Bre: How To BreMobile

BreMobile can seem complicated at first glance. A whole new mobile app that revolutionizes local marketing is a lot to take in at once. Even if you understand the core concepts, you might be unclear on the mechanics. But if you're going to make an educated decision on BreMobile, you need to know how it works – and we promise, the details aren't as scary as they first seem.

- **Mobile Ad Template:** Start out by selecting the best predesigned template for your business needs. You can set up the design based on a number of factors: industry, business, profession, occupation, organization, or interest. Whatever will appeal most to your customers is the direction you can take your template.
- **Brand Options:** Do you have a brand you're trying to promote? Or perhaps you've got your own ideas for a template that you want to incorporate in the design. Not a problem – BreMobile experts can assist to make sure your mobile ad perfectly represents your brand or business.
- **Fill It In:** If you're not a graphics designer, never fear – BreMobile has an entire graphics department ready to go to work on your mobile add. All we need from you is some information and any logos or graphics you want to include. We'll take it from there, and the ad won't be finished until you're completely satisfied. Don't forget any discounts or special offers you want us to promote; this is all about putting your company's best face forward.
- **Special Features:** Maybe you want something a little more elaborate for your mobile app. If so, BreMobile is the perfect platform for your digital needs. The templates we have the ability to integrate QR Codes, digital coupons, and a variety of other marketing tools to make the most out of your ad.
- **Locational Advantage:** BreMobile relies on advanced location-based software that helps your clients pinpoint your exact whereabouts. It also makes sure you're getting the attention of potential customers in your area. You'll be able to expand or narrow your search based on region, zone, country, province, state, town, or even county. As big or as small as your range is, BreMobile has got it covered.
- **Categories Galore:** Now that your ad is ready to go, it's time to pick which categories best describe your company or brand. BreMobile has over 100 categories and 3,000 subcategories, and is constantly adding new ones. You can select any and all categories that relate to your ad, guaranteeing you'll hit the largest audience possible.
- **Preview:** Before your mobile ad is ready to go live, you can look it over and make sure every aspect is absolutely perfect. See something you don't like? You can make modifications and check over every part of your mobile ad.

- **Publish:** Push a button, and that's it! For $10 per week in the US and $5 per week internationally, your mobile ad will be available on any device to your target demographics. BreMobile takes the mystery out of mobile advertising and makes it a simple and profitable experience for your small company or brand. When it comes to the future of mobile advertising, BreMobile is the only way to go.

The Fantastic Features Of BreMobile

When you're trying to change the face of mobile marketing you need to be prepared. And BreMobile is more than geared up for its launch, coming this summer. Besides a user-friendly and remarkably inexpensive mobile advertising platform ($5 a week for international ads, $10 a week for US ads), BreMobile has made sure to pack its service with everything small businesses need to succeed. Providing tons of great services for consumers and companies alike, BreMobile's features are part of what makes it the future of mobile advertising.

Voice Recognition: Allows for ease of use and hands-free service – a popular feature for all mobile devices.

Location-Based Advertising: Using advanced location services and geographical identifiers, BreMobile can help companies perfectly pinpoint their ideal demographic. And customers can find great local small businesses in their area with just the touch of a button.

Video Tutorials: Even the most tech-savvy people can end up confused and overwhelmed by a new app. Now you don't have to – BreMobile has a host of video tutorials ready to answer you questions and make sure you get the most out of your digital experience.

Categories: BreMobile has a category for virtually anything you can think of. Are you an artist looking to expand your fans, or a start-up trying to build a solid base of customers? Do you have a specialized practice and an exclusive clientele? BreMobile has nearly 100 categories and over 3,000 sub-categories on hand. Use as many or as few as you want to ensure you're attracting the customers you really want.

24/7 Support: There's nothing worse than when technology rebels and you find something not working. We understand that panic (particularly when it pertains to your new mobile marketing ad), and want to help keep it at bay. BreMobile provides 24-hour technical support to assist with any issues you might face. Have questions about your account while you're dealing with the digital side? BreMobile has 24 hour account support too – so there's always some around to answer your questions and keep your business going.

Consumer Alerts: When customers sign up for BreMobile, we don't just leave them to their own devices and hope for the best. Once a consumer indicates which categories they're interested in, BreMobile offers them texts and emails to pair them up with the small businesses that best suit their needs. These customized alerts will keep consumers aware of deals, discounts, and sales, and keep businesses better connected to their clientele.

Custom Demographics: Pinpointing the people you want to target with your digital ads can be challenging – but not with BreMobile. Our custom demographics help you narrow down or expand your demographic based on age, gender, lifestyle, location, and a host of other factors. You can receive real-time updates on your ads, and work out the best plan to reach the customers you're looking for. Additionally, customers will find businesses and deals that are tailor-made for their unique needs. It's a whole new level of personalized care and attention for small businesses – as only BreMobile can deliver.

The Benefits Of BreMobile

BreMobile is a mobile marketing app unlike anything the world has seen before. It combines all the tools small businesses need to thrive in an ever-changing digital environment, and the technical prowess to keep customers ahead of the curve. Before long BreMobile will be the first and last word in mobile marketing for companies great and small. Here are just a few of the amazing benefits you can expect when you sign up for BreMobile.

Predictable Mobile Ad Costs: Unlike a lot of other services out there, BreMobile doesn't come with any hidden fees or unexpected charges to your account. The starting packages are $5 a week for international ads, and $10 a week for United States ads. And even the standard packages come with mobile ad templates, analytics on all your customers, and around-the-clock service and support.

Low Entry Point: Unlike other digital marketing apps, BreMobile has a low entry point that makes it a viable option for any brand or small business on a budget. With so many advantages at such a low cost, investors and consumers alike will be clamoring to get involved with the BreMobile plan.

Voice-Activated Technology: Anyone who's familiar with mobile services knows that hands-free is the way to be, and BreMobile comes prepared. Advertisers will be able to interact with their ads and statistics without lifting a finger, allowing them to make changes on the go. And consumers will love the simple and user-friendly voice-activation software that keeps them informed on local businesses. This feature (and many more like it) is just a small part of what will leave people coming back for more.

Local Focus: Too many apps out there don't remember small business ethos. You need to start a solid base at home, drumming up business and customers in your area. By and large people want to support small businesses, particularly local ones – they just need a little help finding them first. BreMobile is devoted to promoting local brands and businesses and making sure they engage with the demographics that will benefit them the most.

Dedicated Account Manager: BreMobile doesn't expect you to be an expert on mobile advertising from day one (that's our job); as you figure out what works best for you and your brand, you'll have questions and concerns. That's where our dedicated account managers come in. BreMobile provides companies with a point of contact to keep them informed on their ads, the technology behind them, and any changes they should be aware of. With 24/7 service and help, even those who consider themselves technologically clueless will be able to enjoy the benefits of digital advertising.

Digital Integration: Do you want to entice potential customers with digital coupons? Have you figured out a truly phenomenal QR code promotion? BreMobile can help you implement these, taking your ideas and data and turning them into viable marketing concepts for your business. BreMobile allows not only for these fun features, it also offers a remarkable level of customization for ads. You'll be able to provide visuals, information, and all the aspects that make your business appealing to customers. After all, your company and brand are one of a kind – why should your ads be cookie-cutter?

This Is Why We Bre: Frequently Asked Questions

New apps and social networking sites can be confusing. When Facebook first came out, nobody understood what 'unfollow' meant, and until very recently 'tweet' was only something birds did. But despite how scary and foreign new technologies can seem at first, we quickly learn to adapt – especially when they have so many advantages to offer. BreMobile is here to change the way people think about mobile apps and advertising; naturally, the public will have some questions about this endeavor. Luckily, we're here with the answers.

How is BreMobile different?
BreMobile is a unique, ever-evolving advertising platform. Where others stick to the same old structure and safe ideas, BreMobile innovates and explores. This willingness to try new things and adaptability is vital in a day and age where consumers demand more and more from their advertising experience. By allowing people to connect with local businesses and services with the push of a button, BreMobile will help small businesses thrive in an increasingly challenging environment. The ability to store countless digital coupons will make shopping at new stores a fun and money-saving experience for customers across the globe. The mobile advertising age has only just begun, and BreMobile is at the forefront of this movement.

Is BreMobile difficult to work?
Ease of operation is going to be another deciding factor in who survives and who doesn't in the mobile age. Consumers and potential customers want their services fast, efficient, and on the go. BreMobile provides all these with a user-friendly interface, 24/7 technical support, and a singularly unique (and astonishingly easy) mobile ad platform. BreMobile will be an easy and enjoyable mobile advertising experience that customers will enjoy using almost as much as they enjoy shopping.

What is BreMobile's pricing structure?
A smart budget is essential to the health of a small business, and many just don't have the funds for expensive advertising campaigns. Then there are the risks associated with many old forms of advertising (namely that people no longer pay attention to them), which can often result in a serious loss of revenue. BreMobile understands this, and wants to give small businesses across the world the tools they need to succeed at a price they can afford. International ads are $5 a week, while United States ads are $10 a week. That means that for $40 a month, a company could cover its entire mobile advertising budget.

What's this Early Bird Special?
We're glad you asked; to thank customers for their overwhelming support and interest (and to give businesses a head-start at mobile advertising), BreMobile is offering a truly sensation Early Bird Special. If you register your company or brand by July 1st you'll receive 20 weeks of advertising absolutely **free**. That's 5 months of free mobile advertising for your company on BreMobile. So hurry up and register here, before the clock ticks down and you miss your chance.

How does BreMobile feel about customer service?
Customer service is an integral part of BreMobile – after all, without the customers where would we be? The app offers 24/7 customer service and support, where real technicians and consultants will provide real answers to all the questions posed by costumers and businesses alike.