



Company Profile

Blast Companies combines emerging communication applications with marketing services to deliver one-to-one communications that drive results. We offer a robust product set enabling businesses to deliver personal, interactive messages simultaneously to thousands of customers and prospects over various communications mediums. By offering not just the technology, but also the marketing strategy, design and execution, we help our clients dramatically increase productivity, profitability and brand awareness.

Applications

* Consumer Decoder™

Blast Companies Consumer Decoder™ is a web-based application which enables clients to speak to consumers on their terms. Through a proprietary registration process, we gather relevant contact information via the web, and ask consumers to choose a preferred medium of contact (text messaging, e-mail or voice broadcasting) for future dialog opportunities. Whether text messaging, email or voice broadcasting, Blast Companies Consumer Decoder™ allows our clients to send relevant information to their consumers efficiently and cost-effectively within one application. This provides a real opportunity for not only increased consumer loyalty, but also better message acceptance and retention since consumers are being contacted in their method of choice.

* Voice Broadcasting

Blast Companies voice broadcasting is a self-service web-based tool that allows clients to record a personal voice message and simultaneously send it to hundreds, even thousands, of recipients fast. Blast Companies' voice broadcasting gives users the ability to add interactive capabilities, which allows recipients to interact and respond immediately to a message or offer. Our voice broadcasting application also enables our clients to view those responses and act accordingly.

* Email Marketing

Blast Companies e-mail marketing application is a powerful tool that enables our clients to electronically promote their company product and services. Our e-mail application is backed by our marketing strategy, customer training and our ability to understand consumer trends. With the right balance of ease-of-use and sophistication, organizations of any size can create, deliver and track personalized e-mails sent to targeted customer segments. Whether you are just beginning to build an e-mail marketing , initiative or you're more advanced, we have the right mix of tools to meet your needs.

* Mobile Messaging

Blast Companies Mobile Messaging applications enable our clients to interact with customers on their cellular phones — now one of the most popular forms of communication. Whether sending short text messages (160 characters), ringtones or wallpapers to mobile users, mobile messaging is ideal for brand extension, reaching a more targeted audience, and increasing sales. From strategy to design to execution, Blast Companies is your resource for ideas, development and implementation of text message campaigns, ringtones and wallpapers.

Blast Companies mobile messaging platforms include SMS text messaging, social messaging (on-premise interactive games, promotions and video making utilizing the cell phone as a remote control) and GPS messaging (specialized messages sent to mobile users based on their location and proximity to client establishments through Global Positioning Satellite).





* Outbound IVR

Blast Companies Outbound Integrated Voice Response (IVR) provides our clients the ability to create a sophisticated and targeted message which interacts with their customers. After creating a standard template based on a client's data and personalization fields, outbound IVR is essentially a very complex mail merge which allows for maximum personalization and automation to occur. With Blast Companies Outbound IVR, contacting customers and sending a targeted, personalized message is simple and cost-effective!

* Inbound IVR

Blast Companies Inbound IVR provides our clients the ability to gather customer information quickly and easily. Through Inbound IVR, the caller dials a toll-free number and then is able to interact with a pre-determined set of questions and/or options. Information gathered via the IVR is available for instant download via the web. With Blast Companies Inbound IVR, connecting with customers and gathering vital data is easy and affordable!

Services

* Promotional

Blast Companies Promotional service creates a dynamic opportunity for clients to combine our promotional experience and messaging technologies to supercharge promotions. With marketing ideas from our Messaging Factory™ we provide turnkey applications which drive promotional participation. From strategy to design to campaign execution, Blast Companies Promotional service produces measurable results and high impact promotions for our clients.

* Mobile Marketing

Clients and interactive agencies engage Blast Companies to develop long-term mobile strategies which engage mobile users. Our proprietary Mobile Marketing Roadmap™ provides a long-term approach to interacting with mobile users. By identifying promotions such as sweepstakes, coupons and other incentives, we create "buzz" to the mobile community producing a higher level of interaction with your brand. Combining our technologies with your marketing objectives ensures your mobile marketing goals are in alignment with your overall corporate strategy.

* Integrated Solutions

With our integrated solutions service, clients have the ability to combine multiple messaging technologies to create dynamic applications. By integrating messaging technologies with current CRM systems, we produce solutions that report information back into database systems, in turn having a quick and dramatic increase on productivity and profitability.

Need help with your database messaging?

Call us toll-free [888.642.5278](tel:888.642.5278), send an email to info@blastcompanies.com or visit us online at www.blastcompanies.com for more information on how our messaging solutions and marketing services can help you with your next project.

