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-FOR IMMEDIATE RELEASE-

Text promotions that hit the sweet-spot for UK's clubbers, pubbers and socialisers revealed.

In order to better understand how visitors to UK's clubs, pubs and bars feel about receiving promotional text messages, Dynmark has recently completed independent research to find out which techniques hit the sweet-spot for UK's clubbers, pubbers and socialisers.

The report identifies five distinct types of venue. The type of venue determines the sorts of promotions that work and those that don't. The report identifies nine profiles of visitors to the five venue types and describes the text marketing techniques that work best for each profile. The report goes into detail concerning the frequency of message delivery each profile of user will tolerate and the best ways to build lists which can be used to successfully generate business, develop loyalty and repeat custom.

Four interesting findings from the report:

1. Those willing to travel anywhere in the UK to visit a club (14.4 percent of the sample) have an insatiable appetite for text and currently send and receive more than three times the national average for their age groups.
2. over 91 percent of respondents do not currently receive promotional messages from any venues they visit but would like to.

3. Only a handful of the UK's clubs, pubs and bars are using text as an effective promotions medium
4. The importance of personalising messages and providing an opt-out mechanism can not be stressed highly enough

The report titled "Licensed venue patrons – current attitudes and trends towards mobile technology" makes valuable reading for all involved in the UK licensed trade. The report is free and can be downloaded from the Dynmark web site at www.dynmark.com.

NOTES TO THE EDITOR

About Dynmark International

Dynmark develops PC based SMS software and MMS software. The company's range of applications enables users to send and receive normal, premium rate reverse billing and binary SMS and MMS messages between PCs and mobile handsets. Mobile messages can be sent to, and received from over 500 networks in 200 countries.

Products include e-txt™ (pronounced e Text) the Award winning Bulk SMS Software for PCs from Dynmark which allows users to SMS from PC or other PC enabled device. Other messaging software includes mobile marketing and promotion, customer relationship management and communications applications. For further information visit www.dynmark.com and www.e-txt.co.uk.

About e-txt™

e-txt™ (pronounced e Text) is Award winning Bulk SMS Software for PCs from Dynmark which allows users to SMS from PC or other PC enabled device. Whether you are using it for Mobile Marketing, Bulk SMS, Sending SMS for CRM purposes 24x 7, e-txt is the perfect mobile messaging software. Used as an SMS gateway it provides among the lowest cost SMS UK solutions. e-txt™ is the UK's number 1 PC based SMS texting application and is used by nightclubs, pubs, restaurants, hotels and bars as a superior marketing tool to flyers and by other industries as powerful SMS marketing, SMS texting, SMS service and Customer Relationship Management application.

Visit www.e-txt.co.uk and www.dynmark.com for more.

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