

SMALL SCREEN, BIG AUDIENCE.

Reach the masses with mobile marketing.

While other sources of media—including print, TV, and web—are only with consumers during part of their day, mobile is constantly with them. The mobile market is growing, but still not crowded. It's an excellent opportunity for forward-thinking schools to extend their brand message to reach consumers wherever they go.

The CUNet Mobile Marketing team helps schools use cutting-edge technology and creative mobile services to meet enrollment goals. We've built strong relationships with mobile affiliates and ad networks so you don't have to. Leverage CUNet's more than six years of mobile experience and add mobile to your mix.

MOBILE ADS ATTRACT QUALIFIED INQUIRIES

CUNet's Mobile Marketing Solutions offers a large network of mobile publishers and partners to help you reach targeted consumers via mobile display ads. Our internal creative and development staffs help you attract qualified inquiries by targeting ads to prospects who fit a specific demographic, live in a certain area, or use a specific carrier or mobile device.

INCREASE INQUIRIES TO REACH NEW MARKETS

The CUNet Mobile Marketing team will build a customized plan to meet your goals with branding and performance-based mobile ad display campaigns, mobile search engine marketing, and mobile click-to-call campaigns. Our toolbox includes short form inquiry generation, SMS inquiry capture, and mobile paid search.

PAY-FOR-PERFORMANCE

At CUNet, we use a pay-for-performance service model that allows us to take the media buying risks for you. In addition, we offer added value by providing mobile creative and development services in-house.

CUNET OFFERS ADDITIONAL MOBILE SOLUTIONS, INCLUDING:

- Pay-Per-Call Advertising
- Short Form Inquiry Generation
- Inquiry Capture via Text Messaging
- Paid Search
- Test Messaging Auto-Responder Web Forms
- Text Alerts
- Branded Mobile Site

"I strongly recommend CUNet's mobile solutions to any Higher Education Organization looking to tap into the mobile arena and generate valuable inquiries from mobile short forms. The key to success when beginning a Mobile Marketing Campaign is knowledge of the marketplace and the ability to target the correct audience in a strategic and effective way. CUNet has gone above and beyond to bring us the volume of inquiries we require without sacrificing quality. They have provided great detail and support in order to help us understand the market trends and what it takes to move our marketing to the next level of mobile media."

RONA HUTCHIN

Internet Lead Manager, ECA Colleges

CALL THE CUNET SALES TEAM TO SCHEDULE A CONSULTATION AND BEGIN CUSTOMIZING A MOBILE MARKETING STRATEGY THAT ALIGNS WITH YOUR GOALS.

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