



# HelloEarth Marketing Toolkit

## Hello Easy.

Onboarding your customers to HelloEarth or your white-labeled ILD solution is as easy as texting a link. NetworkIP, a leader in the international calling industry, has spent the last 18 years providing ILD solutions with the best quality and rates in the market. Now you can deploy your own Over-The-Top (OTT) ILD product with no need for integration, infrastructure, switches or additional technical staff — we take care of all these items so the focus can stay on your relationship with your subscribers.

## 2 Quick Steps to Get Your Subscribers Started Using Your ILD Solution

- 1) Send subscriber a text/email with a link to enroll and get \$2 of international calls
- 2) Clicking on the link, subscriber manages account and downloads dialer app

**NetworkIP's clients notify their existing subscribers using the best performing marketing channels. Use in conjunction with existing marketing efforts or stand-alone.**

**In-Store Marketing:** Targeted ethnic event marketing • Store agents/ reps incentivized to sign-up subscribers • Promoting lifetime referral feature in your friends & family campaigns • **Pre-loaded apps** in phone purchase packages • Seasonal/holiday promotions • **Text** or display QR Code/POS material with a short code • Include text-to link/QR code in billing statements or buckslip

**Smartphones & Tablets:** Send an SMS text or email, including \$2 of free minutes upon enrollment • Include in mobile contests for friends and family signups • Mobile advertising across iOS & Android Platforms

**Website Marketing:** Create **international long distance landing page** to provide details of the services • Blog about customer advantages • Mexico mobile promotion in English and Spanish • Include text-to code and link in newsletter • On online account and billing webpage include reminders on “lifetime” referral details to friends and family, seasonal/holiday promotions

**Social Sharing: Facebook:** Digital advertising to targeted audiences for lead generation, emails and FB likes • Promote free calling available through **friend referral campaigns**

**Twitter:** Tweet about free calling and 10% lifetime referral bonuses • Hashtag campaigns, i.e., #Mexico Mobile, #international long distance, #free international long distance **Twitter Mobile App ad install campaigns** targeting specific competitive carriers

**Instagram:** The most used social platform in the world offers ability to build your brand

**Email:** “Share a link” campaign to friends and family

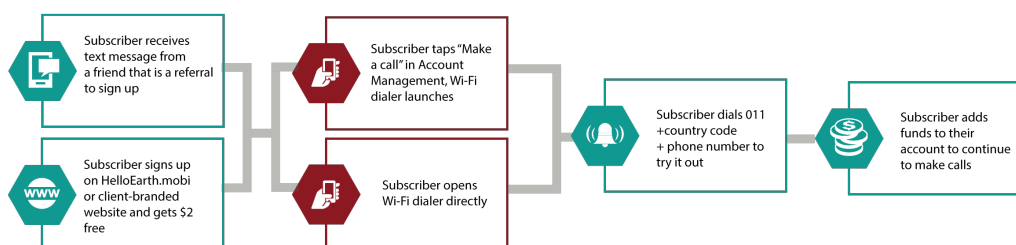




# HelloEarth

## Hello Easy.

NetworkIP provides a simple OTT international long distance add-on you can offer directly to your subscribers. You get a highly competitive offering against the leading OTT solutions in the market and you get the added profits and stickiness.



The powerful solution provides two methods of pre-paying for international long distance service:

**1) Unlimited Calling Flat Fee** Customers get 30 days of unlimited calling to over 80 destinations (selected from 140 countries, including Mexico Mobile) for \$10/month

**2) Pay-as-you-go** Customers pay by the minute with rates as low as \$.01/min (rates vary by destination) that deduct from a credit balance.

Try it out for yourself! Visit [HelloEarth.mobi](http://HelloEarth.mobi) or text HELLO to 972-362-4045

**We'll even give you \$2 to get you started.**

For more information contact [sales@networkip.net](mailto:sales@networkip.net) or call us at 800.259.3600

