MOBILE ENGAGEMENT
SUITE OF SERVICES

Look inside for information about

Audio Tours | Text Alerts | Mobile Web

EDUCATE, ENTERTAIN AND ENGAGE VISITORS WITH MOBILE

Audio Guide — Convenient and affordable interpretation for exhibits. Visitors use their own phones, dial and enter prompts to hear audio clips.

Smartphone Tour — Create an engaging experience in minutes with our mobile web authoring platform. Visitors either send a text message or scan a QR code to get the link to a specific mobile page of content. Add videos, photos, text and audio. Use our "GPS Wayfinder" to showcase visually all your points of interest. Create games contests and polls. No downloads required.

Text Message Alerts — Stay connected with visitors by text message. Communicate event information and solicit donations.

Visitor Feedback and Polls — Every mobile user can receive a mobile survey when they leave. Eliminate paper surveys and increase response rates.
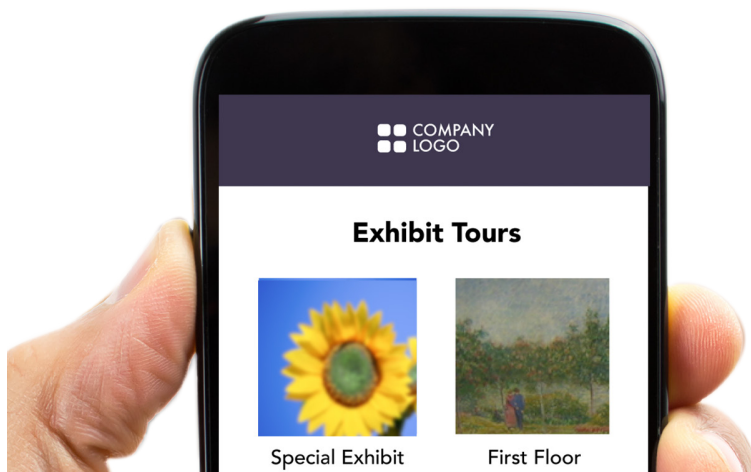
Mobile Fundraising — Weave your fundraising "ask" into mobile interactions to raise money.

Games — Make learning fun with scavenger hunts, quizzes and selfie contests.

Text Chat — Encourage visitors to ask questions while visiting the galleries. Through Text Chat, visitors send a text and your staff responds through our dashboard.
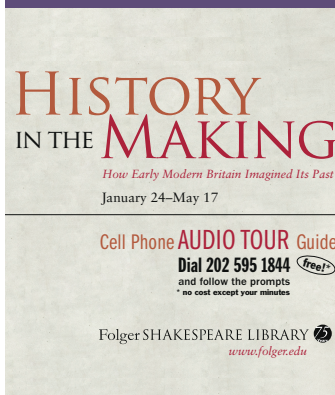
COMPANY LOGO

Exhibit Tours

Special Exhibit

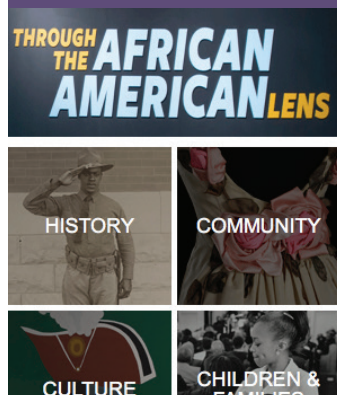First Floor

MOBILE SERVICES FOR CULTURAL VENUES

Guide by Cell offers a suite of mobile solutions for cultural venues to **engage** and **educate** its visitors.
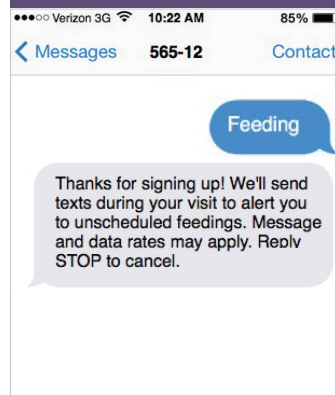
SMARTPHONE AUDIO GUIDE

Provide visitors with info on demand, using their own smartphone. Launch this service in an hour!
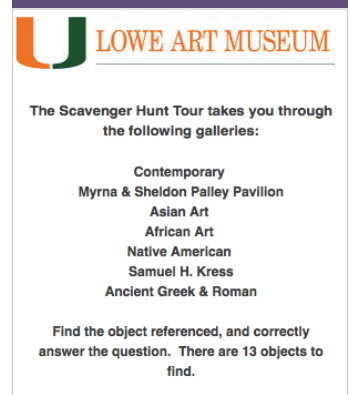
SMARTPHONE TOUR

Visitors can see photos, read more, watch videos and play games using our drag-and-drop mobile web builder.
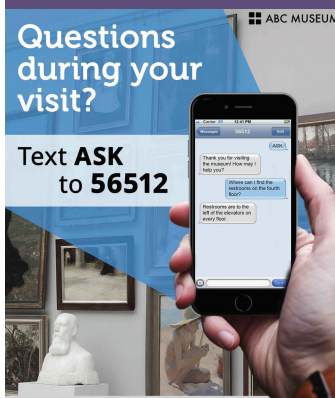
DAILY SMS ALERTS

Visitors sign up for text message reminders about programs, tours and events while at your venue.

SMS SCAVENGER HUNT

Text message scavenger hunts lead visitors to less traveled areas of your venue.

VISITOR TEXT CHAT

Encourage visitors to text in any question to create a more engaging experience.
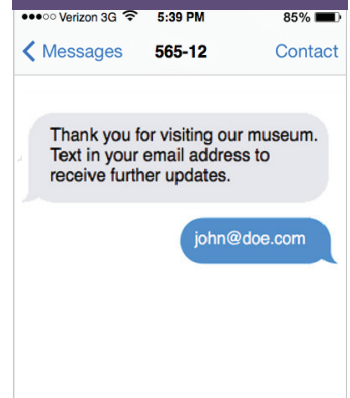
SECURITY GROUP TEXT

Find lost children or alert your security staff about suspicious people using our new Security Dept. Chat service.

DONATE USING PHONE

Turn every visitor using our mobile services into a donor. Send a text — make a donation!

BUILD EMAIL LIST

Encourage every visitor to join your email list. Weave the "email ask" into your mobile interactions.

AUDIO SERVICES

Guide by Cell's audio services turn your visitors' smartphones into interactive devices. From smartphone audio tours to employee training, feedback and customer surveys, there's no limit to what our versatile mobile technologies can do.

- Great for museums, universities, parks, historic sites, zoos and aquarums.
- Visitors bring their own cell phones, no equipment to buy/lease or update

SMARTPHONE GUIDED AUDIO TOURS

Mobile audio tours are a convenient, affordable way to offer further information about your exhibit or display, beyond what fits on a label or posted sign. Visitors can walk through the tour at their own pace, and all they need to access the tour is their smartphone – it's that simple. Our web-based platform makes it easy for your organization to record audio prompts, and you can even ask the artists to talk about their own works! Smartphone tours are available from any working phone, so your visitors can dial in and listen to any information they may have missed, even after visiting your exhibit.

Want to try it out?

Dial **(408) 794-7877**,
then press any number from 1-20 followed by the (#) key.

FEEDBACK/CELL BLOGGING

Receive valuable feedback about your tour and exhibits by allowing visitors to dial in and leave voice feedback. You can then repurpose the most exciting comments back into your audio tour so that visitors can hear other opinions.

Want to try it out?

Dial (408) 794-7877,
then press 25 #.

VOTING

Encourage visitors to interact further with your display items by including survey and poll questionsin your audio prompts.

Want to try it out?

Text "GBC Vote" to 56512

TRAINING

Revitalize your new employee orientation procedures by recording audio prompts with pertinent training information. Keep existing employees and docents up-to-date with company policies, product changes, and work schedule notifications. Your employees can even call in and record their responses to your messages, keeping the communication lines open between management and staff.

REPORTING

Our Web-based administrative platform gives you 24/7 access to all the information needed to keep track of your audio tours – find out the number of calls your tour has received, where your visitors are calling from, which audio stops are most popular, and what times of day your tour is most accessed.

INTEGRATION WITH OTHER SERVICE

TEXT MESSAGING

We've built the world's most advanced and easiest to use text messaging platform, helping ensure that you reach your entire audience – from younger visitors all the way to teens and adults. You can send event reminders, staff alerts and notifications, sell more tickets, receive customer feedback, send special coupons, and build your mailing list.
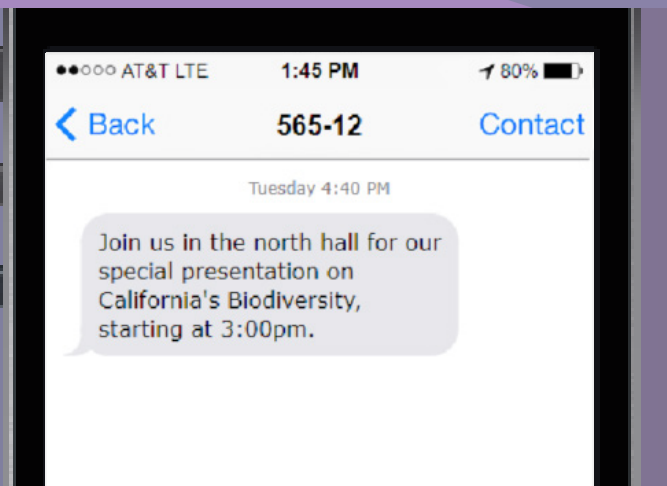
MOBILE GIVING

Donations are an increasingly popular way to bolster fundraising efforts, attract younger donors, and expand your overall donor base. Reach your donors through a familiar and safe communication medium, with no credit card information or forms to fill out. Tap into the immediacy of text messaging by making a call for donation at live events!

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TEXT MESSAGE

Send **instant information** to your visitors

565-12

Tuesday 4:40 PM

Join us in the north hall for our special presentation on California's Biodiversity, starting at 3:00pm.

Instantly **connect** with visitors and staff

When your visitors are at your cultural institution, they may be so preoccupied with your exhibits that they may miss something important. So, how do you make sure that they are getting the information you want them to have?

Send a text message! Everyone has a cell phone and will read their texts immediately after they're received. With Text Message Reminders you can keep your visitors informed and connected with accurate, up-to-the minute information – anytime, anywhere.

What does **Guide by Cell provide**?

We provide a platform containing everything you need to communicate with visitors via text messaging.

• Shortcode and keywords
• Online control panel
• Detailed reporting showing usage per user

How would you use **Text Message Alerts**?

• Event reminders and updates
• Interactive scavenger hunts
• Sign up for membership
• Collect donations
• Surveys, polls

Getting started **made simple**

Getting started is as easy as logging in to the Guide by Cell online control panel and creating your text messages. We host all of the technology. There is no need to involve your IT department, nothing to download or buy, and no long-term commitment.

1. Log in to our online control panel
2. Create text message content
3. Send and schedule text messages for targeted groups
4. Get real-time reports

What is **mobile engagement?**

Guide by Cell's unique mobile engagement solutions allow you to deliver content, communicate, and engage with visitors anytime, anywhere in the world.

Mobile engagement means sharing information with your visitors through familiar technologies, from a text message to a mobile audio clip or interactive mobile website.

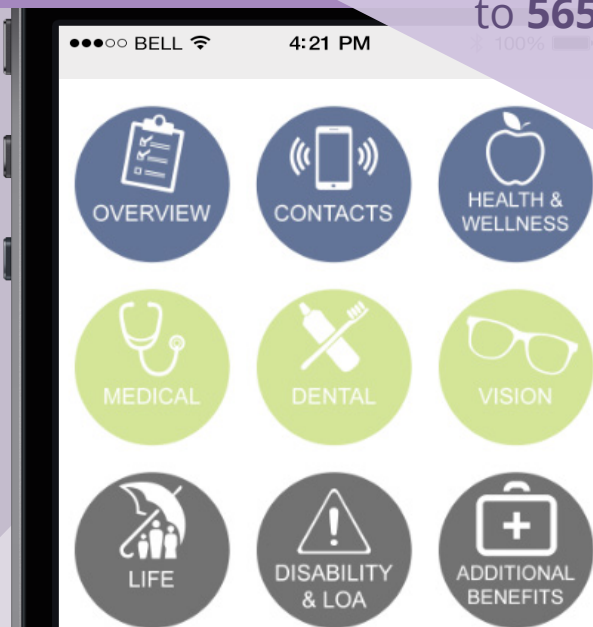The world has gone mobile. Isn't it time your cultural institution did the same?

MOBILE WEBSITE

Create an engaging experience in mere minutes

You don't need an advanced degree to build a sleek mobile website. Our drag-and-drop platform makes it easy to share any content with your audience via their smartphone — no HTML knowledge required, and no need to involve IT.

What is a mobile website?

Our mobile web platform allows you to create a website that is accessible on any smartphone platform — regardless of form factor — with no downloads necessary.

With our platform you get 24/7 control over your content. You can make changes anytime, on-the-fly, without the involvement of an IT department or any knowledge of HTML.

Add unlimited catagories and items at the click of a button. You can group your items within a catagory and include individual events as items. Or, create standalone items such as membership signup forms, contact forms, or donate buttons.
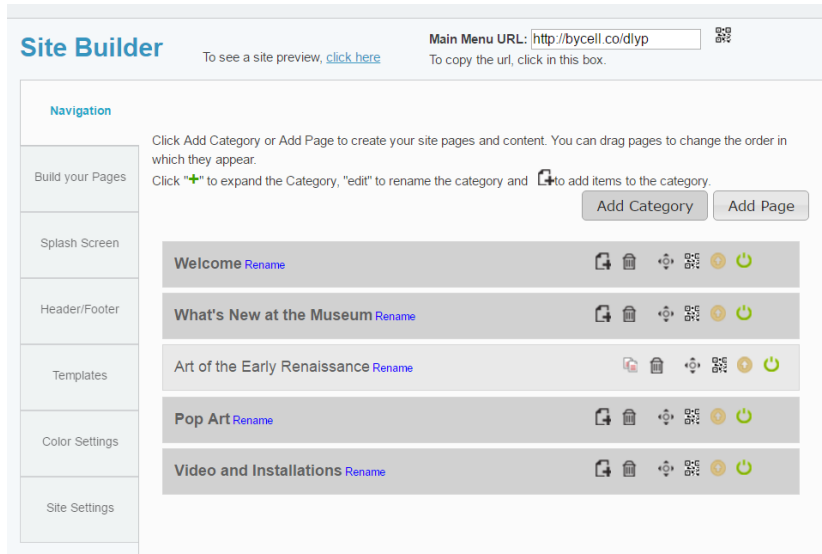
FEATURES

Create a mobile website in minutes
• Connect with your audience
• Enhance visitor experience
• Engage local businesses
• Share mobile content
• Generate more income
• Responsive design

Mobile web platform features
• 24/7 access to admin platform
• Drag-and-drop functionality
• Customizable URL
• Social media integration
• Embed video/audio
• Click-to-call
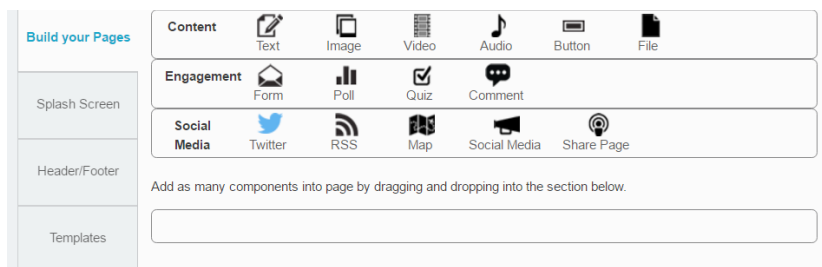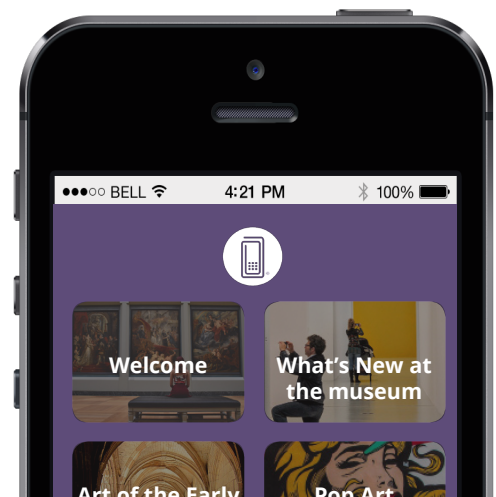• Rich site traffic reporting
• Password-protected

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How can you use it?
- Exhibit information
- Post event schedules
- Tradeshow or conference information
- FAQs
- Membership signups
- Promote local businesses
- Floor maps
- Interactive Google map
- Coupons and discounts
- Integrate with social media
- Videos, photos, pdfs, audio clips
- Related links

Reporting/Analytics
- Track overall site traffic and usage
- Rich, detailed reporting
- Individual page views
- Date range reporting
- Geolocation info

1 Add unlimited categories and items at the click of a button

You can group your items within a category – for instance, create an events category and include individual events as items. Or, create standalone items such as membership signup forms, contact forms, or donate buttons.

2 Add content

To add content to your items, simply drag and drop components to the item editor interface. You can add:

- Text
- Images
- Embeded video and audio
- Quizzes and tests
- Email capture
- Feedback collection
- Games/scavenger hunts
- Signup form
- Maps
- Twitter and Facebook buttons
- Pre- and post-assesment testing
- Links to your donate page
- Voting/polling
- and more!

3 Preview your finished site

Once you've loaded your content, preview your site, hit publish, and you're done!