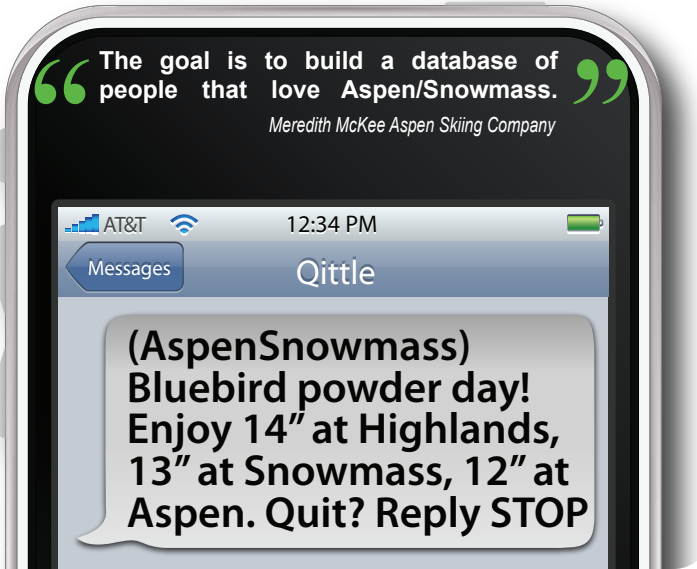




Dear Journalist/Blogger,

I am pleased to introduce Qittle, a mobile marketing company that has revolutionized, refined and redefined the most powerful method of marketing in the market place - the mobile phone. In the sophisticated and fast paced business world, companies need that inside edge with their customers. While at the same time, customers want businesses to invest in them at a deeper, more personal level. Qittle creates just this relationship for companies and their customers.



## HOW?

Qittle helps businesses send mobile messages to their customers, potential customers and teams. It's this simple; a business adds their contacts, they create a SMS text message, send it and track the results all through our easy to use web based software.

Please take a look below at our full media kit, for more information about Qittle, and Qittle services. I am happy to reply to any and all follow-up questions, please direct them to [casey@Qittle.com](mailto:casey@Qittle.com) or go to [Qittle.com](http://Qittle.com).



Thanks,

Thanks,  
Casey McConnell  
CEO Qittle  
<http://qittle.com> 1.866.761.7442  
[casey@Qittle.com](mailto:casey@Qittle.com)

“ I find Text Messaging the best return on investment I have ever come across ”

*Tom Christensen, Cost Cutters & The Barbers - Hair Salons*



## The Company

Inspired and founded in Aspen, Colorado in 2008, Qittle, a privately held corporation, was born as mobile communication permeated American life, making the cell phone an essential aspect of practically every American. Qittle is a web-based software solution that brings companies' messages to their customers through respectful and reciprocating communication.

Qittle prides itself on being an essential tool in the management of their client's companies by creating, customizing and managing their mobile marketing initiatives, personally and individually, adapting strategies and marketing plans for their clients' varying needs.

## The Story

In 2008, Casey McConnell, a young and energetic entrepreneur, had been toying with the creation of his own company for quite some time. Everywhere he looked, people were texting and chatting, using only their mobile phones. Casey was sure that he could use the connectivity of the mobile phone to help businesses really reach their customers, not just dump endless sums of money into traditional marketing campaigns.

Finally, Casey took the plunge. During a two-week sabbatical from his job at the time, Casey McConnell established Qittle.

## The Name

### ***But why Qittle?***

With mobile phones inundating the air space, it seemed that there was much more chatter every where. This was exactly what Casey wanted companies to do more of with their customers. So here's how the name came about...

One night Casey called up his Mom and asked her what was another word for Chatter and she replied Prattle. Casey did a Google search and found another word with that ttle spelling. Casey added the Q and I from the company he had set up, Quantum Innovations, to create Qittle. He found there was a Qittle dot com available. Casey slept on it and the next day decided let's go with it!

"At this point I'm sure you're saying to yourself but shouldn't there be a U? Or shouldn't it be pronounced Quittle. Believe me I have heard all of this before. My mom's whole side of the family are/were educators. And like I told them – I made the word up so I can say and spell it like I want too." 😊 Casey McConnell



## The Qittle Family

The McConnell family has a history of doing business together, so it is no surprise that Casey, president and CEO, has been joined in the company by his sisters, Kellee McConnell and Leesa McConnell Beckman plus his brother, Mike McConnell. The Qittle family has taken in many other highly qualified and enthusiastic members into its family from the east coast to the west coast and everywhere in between.

Native to Colorado and part of a tightly knit family, Casey applies the same hardworking principles and family values of his heritage to his Qittle family.

## The Power of Mobile Marketing

Mobile marketing, like every new technology, has faced an inherent learning curve since its inception. As more people and companies have seen the benefits of SMS text message marketing within the marketplace, use and practices have spread. Today text messaging is the #1 use for cell phones worldwide. In the first three months of 2010 1.475 trillion text messages were sent worldwide (1).

Due to the growth of mobile communication, mobile marketing within all areas of the market year-over-year has grown exponentially. In areas such as retail and restaurants, where mobile messaging has been in use for quite some time, growth was still 134.2%. In unexpected markets, where SMS text messaging has just begun to catch on, such as health: fitness and wellness, growth for 2011 was 183% (2). This sustained growth has brought mobile marketing to a critical mass point where mobile text marketing has become integrated into everyday life.

The versatility of SMS marketing is a key advantage in today's marketplace. Its inherently flexibility frees companies from the long lead times of traditional advertising campaigns, and replaces expensive and ineffective paper coupons, commercials and bill boards with simple and concise discounts, coupons and updates that are useful and relevant to customers.

A key benefit to mobile marketing is the fact that customers choose to participate in advertising campaigns from companies they frequent or would like to try. Placing the customer in a position of power encourages a 98% open rate of mobile coupons. Customers appreciate SMS coupons and updates; plus they use them.

(1) <http://www.digitalbuzzblog.com/mobile-statistics-2011-growth-of-mobile/>

(2) "More than Talk: Action in Mobile Marketing" Millennial Media, Marketing Charts HubSpot.

**“ Our Text redemption rate has been around 14-15% whereas our print coupons yield a 1-2% redemption rate. ”**

*Josh Martino, Bono's Pit Bar-B-Q [www.Bonobarbq.com](http://www.Bonobarbq.com)*



## The Qittle Revolution

Qittle has leveraged the connectivity offered by mobile marketing to enable businesses to reach their customers through innovative and original mobile campaigns. The days of simple incentives and discounts are gone. Today's customers are looking for a deeper relationship with the companies they frequent. Qittle tailors marketing campaigns for their clients that create reciprocation.

More than simply trying to sell to customers, Qittle helps its clients communicate with them. Depending on the client, the Qittle team takes into account the kind of exchange the company would like, and creates a message campaign that is tailored exactly to create that relationship.

The personal relationship Qittle fosters with its clients and in turn their customers define the Qittle revolution. Mobile phones have made connecting to friends, family and the world market easier. Although life is busier, and more frantic than ever, Qittle still feels like customers should be treated like family, on a personal, intimate level. The campaigns Qittle helps companies create reflect the respect for the consumer and company alike.

## Qittle Facts

**Company formation** - September 1st 2008

**Location** - Aspen, Co

**Qittle clients** - Tim's Toyota Center, Cost Cutters, Aspen skiing company; to name a few.

### We would love to hear from you!

Have a question about your FREE trial account, lost your password, need help getting subscribers or do you just want to talk with someone? Please contact us through any of the following methods.

**Phone: 866.761.7442     Skype Username: Qittle**  
**Office: 970.300.2544**  
**Fax: 970.925.9543**

We're available from 9am-5pm MST, Monday-Friday. If you need to get in touch outside this window, email is the best way (see below)

#### Support Team

If you have questions about this site and tools, your account, billing, or other issues you might encounter, please email [support@Qittle.com](mailto:support@Qittle.com)

#### Sales

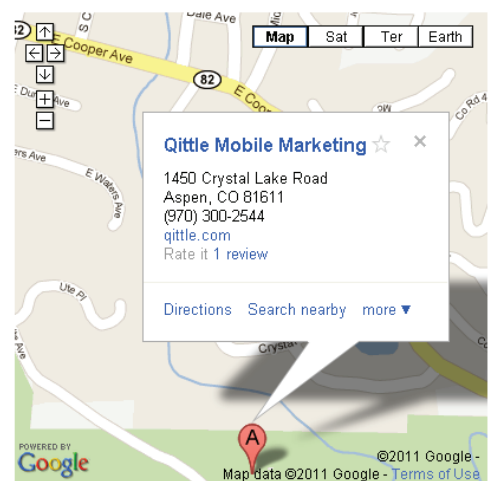
If you have sales inquiries, please feel free to email [casey@Qittle.com](mailto:casey@Qittle.com)

#### Get Social

Connect with us socially and stay up-to-date on all the latest at Qittle!



### Visiting Aspen Colorado? Stop by and say hi!



**Qittle**  
**1450 Crystal Lake Road**  
**Aspen, CO 81611**