



Mobile Marketing Made Easy

CustomerMinds
Simply Powerful

“Along with the keys and cash, the mobile is the one thing people don't leave home without. As a consequence response rates are generally higher than with other media.”

It sounds like a dream for marketers - reaching people anywhere at any time - but mobile marketing has to be relevant and wanted.

SMS growth shows few sign of abating. According to the Commission for Communications Regulation (Quarterly Key Data Report Q2 2008) there are 4,985,987 mobile subscriptions in Ireland. The average user sends 157 SMS messages each month.

Clearly, communicating via SMS has entered the mainstream. It allows consumers to receive information and offers when they are away from the TV, PC, radio, newspapers and other traditional media. The information received is timely and quick - you don't have to wait for the next issue, programme or post.

Before starting with mobile marketing, it's important to make sure you have obtained proper consents. Once you have that permission, you must be careful not to abuse it. A consumer will be happy to hear about upcoming events from a night club, but if it they started telling them about cars it wouldn't work.

So, a critical success factor is ensuring you meet the content expectations of people on your database. You have to deliver what they're expecting when they are expecting it.

The core rule of permission based marketing applies to SMS - provide a simple way for recipients to opt out of future messages. If your website or above the line creative promotes your mobile campaign, add information that explains how to participate, how to opt out, how to text and exactly how much it will cost the consumer.

Test your campaign with a mobile device before the start date. Make sure that all components of the campaign - websites, databases, content - function properly.



Outbound messages

- ✓ Make the message relevant to the audience. If communicating to 55-year-olds, chances are they're not interested in 'txt tlk'.
- ✓ The latest time you should deliver a text is 10pm, but only if relevant to your audience. Avoid rush hour - consumers are less likely to respond if they are driving.
- ✓ If you're building a database, make sure you communicate regularly - a monthly minimum of once and a maximum of four times.
- ✓ Be creative - mobile marketing isn't just about text and win. You can drive revenue with automated alerts, renewals reminders, appointment reminders etc.

Inbound message campaigns

- ✓ Inbound SMS Messages are all about your call to action. Your target audience must be incentivised to text in their details.
- ✓ The use of inbound SMS as a marketing tool has proven to be a great success with a whole host of companies in a variety of sectors.
- ✓ Simply, you place a shortcode sms number i.e 86100 in traditional print media, or on posters in your shop and give out an offer, like "20%" off. When your prospects see your advert and text you back you get a really warm lead that you can capitalise on.
- ✓ This is an incredibly effective method of lead generation that we believe all business should use.

Handling responses

- ✓ Your audience may text something other than what you're looking for, so you should be able to view and handle free-form messages.
- ✓ If you're using SMS to capture data, don't try to capture everything at once. Do it in several stages to achieve lower drop-off and fewer errors. You'll be surprised at how many consumers will volunteer their email address if they can double their chances of winning by doing so.
- ✓ If you're using response codes, make them alphanumeric and don't use similar looking characters, such as 0 and O.