

MOBILE MARKETING

BEST PRACTICES



Building Your Mobile List.....	3
Opt-In Offer	5
Your Campaign	7

Building Your Mobile List

- Make sure all your printed promotional material includes a call to action and instructions to join your mobile list.
- Include a professionally designed poster or cut-out to display with your mobile list info in your storefront (if applicable).
- Make sure your online presence also includes mobile subscription boxes, or the information to join your mailing list. This means every web page, every blog and all of your social media accounts (Facebook fanpage, Twitter profile, LinkedIn etc...)
- Do not buy a list that you didn't build yourself. These lists are low value and could get you in trouble for spamming. It isn't worth the price of sending texts to people who are uninterested.
- Put your mobile opt-in info on your receipts!
- If you have a radio or TV ad, work in your mobile offer, rules and instructions.
- Add QR codes to all of your promotional material.
- If you have a mailing list (online or off) message them and prompt them to join your mobile list.
- Make a funny or viral-style Youtube video with your information. If it is funny, unique or even plain weird it could go viral and get you a lot of viewers quickly.
- Do a commercial or interview on your local public access channel. It might not get a lot of views, but everyone who does view will be locally based.

- You know where people always read...in the bathroom. Put a poster with your mobile list info above urinals and on the inside of bathroom stall doors.
- Add your *keyword* and *shortcode* to everything! Making new business cards...add them to that even!
- Tell everyone you can - scream it from the mountain tops. A business conversation never ends unless you have said "Have I told you about my mobile club/campaign?"

Opt-In Offer

- Your offer has to be compelling. You are getting people to give up their cell numbers, so offer something that makes that worthwhile.
- The offer doesn't have to break the bank, it doesn't have to be a PS3. Offer a coupon for your goods.
- A contest is another enticing offer. This way you only have to come up with one great prize (or a couple of them).
- Clearly indicate that your opt-in offer comes with a subscription to your list. This way less people will complain.
- Sell your potential subscribers on the benefits of your offer, not the features.
- If you aren't good at copywriting, consider outsourcing the copy for your mobile opt-in offer. You only have a few words to really capture someone's curiosity, so use them well.
- Try to make delivery of your offer as instantaneous as possible. People are much more likely to opt-in if they see "Text **KEYWORD** to **SHORTCODE** and get **INSTANT** access to..."
- Create scarcity or exclusivity with your offer. Either let people know only a certain number of people can join, or let them know it is time sensitive.
- Letting people know they will have access to a weekly, or monthly deal will make the subscription process much easier to take.

- Don't mislead people with your offer. You can hype it up but don't under deliver. This is the quickest way to get people to unsubscribe.
- Try different offers. See what works best with your customer base. Maybe a contest works better than a coupon or vice versa. You won't know until you try a couple campaigns.
- Make sure you commit enough time to each campaign you run. You want to get a good idea of what works or not. Changing campaigns every couple of days won't give you a large enough sample size for testing.

Your Campaign

- Keep your messages short and to the point.
- Limit your texts between 140-160 characters. I like to think of a mobile message as the same length as a Tweet.
- Don't spam your list with offers every single day.
- Keep in regular contact with your list but don't over do it. How often would you want to receive a similar text from another business?
- Surprise your list with customer appreciation style gifts. This will build loyalty, and word-of-mouth.
- Always make sure you spell your message properly. Punctuation and grammar count.
- Tie your website into your message to build your web traffic as well. Link to your mobile site if you have one.
- Building a relationship with your list is the key.
- Monitor which type of messages you send are the most effective.
- Do you notice any messages that cause unsubscribes? Limit these.
- Send your messages during normal business hours. A message at 4 AM about 15% off dry cleaning will not be received to much fanfare.
- Don't be afraid to be different. Try to think of unique ways to engage your customers.

- Do your homework. Check out some successful case studies in our partner guide, or research some of your own. Find out who has used mobile marketing effectively. If you can find someone in your field/niche, all the better.
- Have some fun with your customers. If you are naturally funny, don't hide it. Just make sure you don't cross the line and offend people.
- Consistently offer value. Don't send a text message for the sake of it. Tie some value to it - make it interesting or helpful.
- Track your mobile marketing stats with whichever mobile company you use. Find out which messages get read, and which don't, what times are best to try and what times are worst, etc...
- Experiment with different times you send your messages. This way you can narrow down and focus on only the most effective times.
- Learn, learn, learn! Learn as much about mobile marketing as you can. Scour the web, find experts, do whatever you have to - but always keep learning.