

MOBILE MARKETING

QUICK START - KEY LESSONS



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Overview of Mobile Marketing

Did you know that there are 3.8 billion cell phones users worldwide? This number is greater than the numbers for people who own a computer! This is why it just makes sense to get into the world of mobile marketing NOW!

With the introduction of mobile marketing companies it is easier and more affordable to use this marketing method. The advantage of using a mobile marketing campaign is that you can reach your audience no matter where they are or what they are doing. You don't have to wait for someone to be at home.

The majority of mobile users carry their devices with them at all times this includes while they are at home. The best form of mobile marketing is the text message. It has been shown that text messages are more likely to be opened than any other form of messaging. Plus they are usually opened immediately!

How Text Messaging Works

SMS or text messages comprise of short messages sent via a mobile device. These messages are normally no longer than 160 characters. Text messages can be sent and read by almost all cell phones. You have the ability to reach almost 240 million users in the U.S. alone.

One of the attractions of SMS marketing is that your message is read almost immediately. For some reason people love to open a text message as soon as it is received! As a marketer this is a huge plus for you.

SMS marketing uses short codes which are just abbreviated phone numbers. Most short codes are five or six digits long. Users must opt in to receive messages and this is normally done by texting a keyword to a certain number. This is done because the majority of users have to pay for every text message sent or received. Companies are prohibited from sending unsolicited text messages.

At one time you had to buy these short codes and they could be very costly. Today you have several different options. Short codes can now be purchased or leased from specific vendors.

When creating a mobile marketing campaign it is important to use other advertising methods as well. Otherwise it can be hard for people to know exactly which keyword to use to opt in to your campaign.

Lesson One

Marketing across various areas

In our first Case Study of the Red Cross campaign the reason why this was so successful was because the Red Cross had backing. This allowed them to advertise across other types of media. This included using radio and television reaching huge additional audiences.

Your goal is to get your message out to as many cell phone users as possible and this can be done by conveying your message in different ways.

The short code they used was the word “Haiti” and this immediately identified with the situation and the cause at hand. Everywhere that people looked they saw images of the destruction caused in Haiti.

In our other case study British Airways determined that emailing their customers was the best method to use. In addition they have ads for their apps in their magazines and on travel related information.

Lesson Two

Crafting your Message

You need to take the time and think about the message that you want to deliver. You only have 160 characters to use and your goal should be to have the person opt in to your list or perform a task. Just as with online marketing this needs to be a call to action with a specific reason why.

The why could be to receive a discount coupon, a free sample or listen to a free recording or to receive a free report. Limited timed discounts are another great offer that works well for SMS campaigns.

Short clear messages that pose a question are a good way of getting the person to think. If you own a local car detailing business you could offer a discount on your services. Your message could read:

*No time to clean the inside of your car? Bring it to us and receive 10% off.
LIMITED TIME SPECIAL.*

This gets the person thinking about how messy their car is and maybe they do need it cleaned and vacuumed out.

Writing effective copy for your SMS marketing efforts is something that should be planned and considered in depth. The best tip we can give you is to plan your marketing campaign around your SMS message.

Your text messages should ideally create one of two goals:

1. Generate more subscribers to your list
2. Generate activities such as visiting a store, claiming a discount

Example List of Call to Actions:

- Call Now!
- Donate now to support...
- Drop by in the next 30 minutes to receive.....
- Forward to a friend
- Text 'keyword' to join now

Because text messaging provokes a quick reaction it is important to deliver your message at the correct time of day. This is especially true if you are delivering a promotion. Research has shown that the highest usage of cell phones is from Noon to 6 pm.

For example if you own a restaurant and are offering a dinner special, then timing is crucial. You would want to send a text around 5pm, just when people are deciding what to do for dinner.

The Harley Davidson Company advertises special sales to their customers through text messages and by giving their customers surveys to complete. When they advertise this way, their visitor traffic to their locations increases dramatically. Some locations reported their best sales ever when this tactic was first used. Survey results come in quickly usually within 5 minutes of someone receiving the text message.

The company also promotes joining clubs as a way to get new subscribers. One new club was their Christmas club where they offered prizes of a \$100 per day for each of their Ten Days of Christmas promotion.

Lesson Three

Target your market

From our case studies the biggest lesson you will have learned is to target your market or your audience. Look at how successful Obama was by just using mobile marketing to target the younger audience. Research showed British Airways that the best way to deliver content to their customers was by mobile email. Look at the results that both of these methods achieved.

You want to narrow down your target audience for each message, this way you are more likely to get positive results.

In a recent marketing campaign in Europe McDonalds teamed up with Disney to promote the movie 'Monsters Inc'. They used mobile marketing to do this and encouraged visitors to McDonalds to enter a code from their purchase in the hope of winning a prize.

In another SMS campaign McDonald's had kids enter a code to Santa where everyone would win a prize. Prizes included a call from Santa, sending postcards to friends, free phone calls and free mobile phones. This one campaign had 1.5 million users in just over 5 weeks!

Wrigley's did the same type of thing by targeting young kids. All they had to do was to text in a number for a chance to win prizes. This appealed to their market and encouraged more sales of their products.

When developing your SMS campaign you must decide what it is that you have offer. If you are selling teenage products and want to target teenage girls then find out exactly what type of information they want. Are they

looking for information on beauty and hair care, or music and dating? Then give them what they want.

Your campaign could be to give out a free makeover, hair and nail samples or free music cd's.

The goal of your campaign is to get customers interested in what you have to offer and have them coming back for more. By offering free samples, products or discounts you can then offer them more information by joining a mailing list or your newsletter. This way you have gained permission to text message them. Your audience will now be targeted and open to your offers.

Lesson Four

Target devices

As you read in Case Study Three British Airways took the time to ensure that their customers could access their messages. Even though many people had shown their preference of communication to be via iphone or Blackberry the company made sure that the messages could be read if opened at home on their PC.

As a mobile marketer you want to ensure that your message will be delivered and viewable. With so many individuals now using mobile devices it is a wise idea to take the time to be certain that your website is viewable on these mini screens.

There are many applications and plugins available today that allow your website to be viewed on a mobile device.

[WP Touch](#) is a plugin that will automatically turn your wordpress blog into an iphone application.

[IamMobiled](#) is another plugin that allow your website users to view your site on their mobile device.

By taking the steps to make access easy to your site your SMS marketing campaign is more likely to prove a success.

One thing to remember here is that although many people can receive a text message they may not have access to the internet. This is very

important when delivering your offer and is a potential way that you could lose customers.

Pepsi was able to connect with iphone users as they are equipped with GoogleMaps and took advantage of this feature. They used what the iphone had already and enhanced the capability of this one feature and gave their targeted customers an application that has proved extremely useful.

Lesson Five

Using keywords

The keyword you use for your SMS campaign needs to be relevant, short and easy to remember. By using different keywords for each campaign you can discover which words deliver the best results.

An effective way to test your keywords is by setting up several marketing campaigns. They will all deliver the same message but use a different keyword.

Many large companies that use Billboards for advertising are including SMS in their marketing strategies. They simply place a keyword to text on their ad and can then track results. One company had 5 signs in place and used separate keywords on each sign. They were able to track which sign produced the best and the worst results. Allowing them to easily manage their marketing campaign and putting money where it was giving them a return on their investment.

As much as you want to target keywords in your text messages you must also keep in mind the purpose of your message. Your goal is to get your audience to interact with you.

The Sara Lee Company ran a successful campaign at a local state fair by offering a prize of a dream home. They knew that the visitors to the fair were young moms who dreamed of owning their own home. The target ages were 25 – 44 and they knew that they had a high rate of mobile device usage.

All the consumer had to do was text the keyword 'statefair' to a number to get details about all the prizes being offered.

In addition to advertising at the local State Fair, Sara Lee advertised their Dream Home promotion on boxes of their Corn Dogs. This was the product that they actually wanted to promote.

The promotion lasted 5 months and consumers had to opt in to get the initial details about the contest along with a follow up reminder. The results of this campaign were that they retained 80% of their initial opt ins. Plus consumers visited 4 out of 5 pages on their mobile website.

The end result was that Sara Lee found another way to communicate with their customers. They can now use these tactics for future campaigns.

The keyword of State Fair was easy to remember and applicable to the situation. It was simple for anyone to quickly text this keyword for the dream of winning a new home. By touching on the wants and desires of their target market Sara Lee made their customers happy and increased their sales of their Corn Dogs.

Examples of Businesses that Incorporate SMS

Schools are beginning to use text messages as a way to communicate with parents. This way they know that the parent has received the message. This saves the hassle of having to try and reach someone by telephone and the expense of printing out letters.

If students are at a sporting trip or on a field trip parents can easily be notified if they are running late or to let them know that their child's team just won an event!

Colleges & Universities are using text messages to communicate between professors and students. Staff members can communicate between themselves.

Clubs & Event Organizers can incorporate SMS into their business in many different ways. As anyone planning an event especially a speaking one knows that you need your guests to actually show up. You can use text messaging to invite people to your event. Then once they have opted in you can send reminders and updates of the event.

You could even promote your event by linking to a questionnaire to see what people want to get from the event. You could offer discounts on tickets and access to free brochures concerning the topic of the event.

If you are the event organizer you will have several staff members working with you. By using SMS you can easily keep track of what everyone is doing and ensure that the event is on time.

Wedding and Party Planners for example have so many details to attend to. It would be simple to connect with everyone via a text message instead of having to run around to different locations and suppliers.

Banks, Insurance Companies & Finance Brokers are now using text messages as a method of communication. Many of these institutions have members who work out in the field. Sending text messages is a quick way of keeping up to date on their location and their activities.

These companies can easily send out promotional messages and reminders to their clients. Customers can be provided with a mobile app to access their account information at any time.

Non Profit Organizations as you saw in our case study can really benefit from the use of SMS messaging. Organizers can raise awareness, promote campaigns, raise funds and send out thank you notices via their text messaging system.

Conclusion

The one thing in common with all our Case Studies is that the companies just gave their customers what they wanted. For the Red Cross providing an easy donation method resulted in them raising millions of dollars. British Airways gave their customers an application to make their travelling experience more enjoyable. While Obama just notified people of what was going on in the campaign trail and reminded people when it was time to vote.

In the case of Chevy they used their mobile marketing campaign as an experiment. They wanted to see if people would interact with them and provide feedback. The results that they received gave them a good starting point and something to base future campaigns on.

The marketing campaign of Pepsi was so successful because they were almost sending subliminal messages to the women! They helped them make their busy lives that much easier and at the same time promoted their product.

All of these actions gave people the information that they wanted and the companies in return gained their objective. These individuals had no second thoughts about opting in to receive these messages.

Important Note: If your main target is North America be aware that Canada has different cell phone providers to the U.S. You will most likely need to set up a separate Canadian number for this.

Success to Your Mobile Marketing Campaign!