



6235 Aspinwall Road, Oakland, Ca 94611
(510) 339-9105
Fax: (510) 288-1375
Jackie@jackiewalts.com
www.jackiewalts.com

Mobile Marketing for Email Marketers **March 23, 2009**

Introduction:

Mobile marketing is growing. While we think of the world as being filled with email junkies, the truth is that globally, there are two times as many users of texting (SMS) as there active users of email. SMS is more urgent than email – a typical SMS is read within 15 minutes of receipt and responded to within 60 minutes. And unlike email, most mobile phone users don't feel like their inbox is overrun with Spam.

With over 258 million wireless lines in the U.S, alone, mobile marketing's potential has never been higher and it will continue to grow. By 2013, it is estimated that 100% of Americans will have a wireless device. And marketing to these devices is growing as well. In 2007, mobile marketing spending was at \$1.8 billion. It is estimated that the revenues will grow to \$24 billion by 2013.

This white paper will provide what you need to be aware of as your company develops and implements a mobile marketing program, including:

- Definition of mobile marketing terms
- Benefits of mobile marketing programs
- How to start a program – what you need, what you need to know and who can help.
- How to integrate mobile marketing promotion with other programs
- How to track mobile programs

What Mobile Marketing Is:

Mobile marketing is simply sending marketing messages to a mobile device. While this includes emails that are read on smartphones, for most companies mobile marketing focuses on text messages that are sent to phones that don't have email capability.

If you are going to get started in mobile marketing, some important definitions are below:

SMS:

Most of us are familiar with SMS (short message service), but know it by its more common name, "texting". SMS is a method of sending a message from one wireless device to another, or from a computer to one or more mobile devices. SMS is most widely used for personal communications, but its use for a way for businesses to communicate with customers is growing. As it grows as a form of legitimate advertising, the carriers who provide the service have worked

with organizations like the Mobile Marketing Association and IAB (Interactive Advertising Bureau) to set guidelines and best practices for SMS campaigns.

MMS

Less popular as the messages are larger and harder to download, is MMS (multimedia message service). These messages contain not just text, but also images, slideshows, audio or video. Nearly all new phones with a color screen can send or receive MMS, with the notable exception of the iPhone.

Short Code

Short codes are special telephone numbers, significantly shorter than full telephone numbers, which can also be used to send SMS and MMS messages from mobile phones or fixed phones. If these are customized, say to an alpha word like “OFFER”, they are called vanity codes. These codes are used as response devices for mobile marketing campaigns.

Benefits of Mobile Marketing Programs:

Mobile devices are with your target audience 24/7, so adding mobile marketing means that you can reach your audience any time. In addition, the benefits of adding mobile marketing to your mix include being able to:

- Reach your target audience no matter where they are, because SMS can be sent to a customer anytime and anywhere, rather than just when they are at their computer or TV. In most cases, mobile phone users have their phones with them virtually full time and this expands the contact window considerably over other marketing methods.
- Reach prospects and customers at the point in time that is most relevant to your offer, particularly if you time your offers to when your customers are most likely to buy – for instance a coffee offer at commute time or a pizza offer during a big game.
- Eliminate the spam clutter concerns. Since such a high percentage of email is spam, many customers are now ignoring email messages. Less than 10% of mobile messages are spam and that means you are much more likely to have your message read.
- Create a sense of urgency with your customers and prospects. Mobile messages have very short shelf lives, but they get attention right away.
- Encourage an interactive response from your target audience. Because your customers are used to a give and take when they text for personal reasons, mobile marketing can take advantage of this dynamic. Therefore campaigns like sweepstakes, voting and surveys are well suited to mobile marketing.
- Use mobile marketing for customer care. Mobile marketing can replace other methods of communicating transactional information with a customer, for instance, enrolling customers in a rewards programs, encouraging them to access account information, particularly if your product is one that is either travel or entertainment related or you can provide up to date account balance information.

How to Start a Program:

While the foundation of mobile marketing is similar to building to an email campaign, there are some differences in how mobile marketing works. To kick off your program, you need to:

- Develop the program objective and strategy and concept – from how to gather names to what you will be sending, how often and what your opt in and opt out processes will be.

- Order any short codes needed for your program from a gateway provider. Think of these as the response URL's for the mobile world. Be sure to order enough codes to support testing of offers, follow up offers and responses.
- Get carrier approval for the campaign. Carrier approval is necessary before you can broadcast any mobile marketing. While it is possible to contact each carrier directly, it can be cumbersome for many marketers to develop the list of contacts and to follow up individually. Many marketers use a mobile messaging service provider for this step.
- Develop the promotion plan you will use to build your list. Since mobile marketing is strictly opt in, your company will not be able to purchase mobile phone number lists. (If you send messages to subscribers who have not opted in, you are acting against industry guidelines and risk customer backlash and possible legal action.) Instead, you will need to build a plan to promote your offer through your website, broadcast advertising, print advertising, postal mail, online or through email.
- Develop your offer – To incite the highest degree of opt in, you need an offer that is particularly meaningful to your target audience. Mobile marketing offers have to be particularly customer benefit driven. The most popular offers for mobile marketing are:
 - Text to win
 - Product promotion
 - Subscriptions
 - Coupons
 - Location and hours updates
 - Chat
 - Polls
 - Games
 - Surveys
 - Donations
- Test your campaign on various provider networks and prepare to deploy. . Again, this is often done by a mobile marketing service provider.

How to Integrate Mobile Marketing with Other Marketing Programs

Mobile marketing campaigns don't work in a stand alone environment. Therefore your programs must be communicated in other media. Perfect partners to use in your mobile marketing are:

- Out of home marketing – billboards, transit and POP are ideal to build a campaign. Offer discounts and coupons for response, ask customers to vote or to respond to join an update list.
- Broadcast marketing – promote your campaigns on TV or radio commercials as a method of response or to get additional interaction with our company.
- On package marketing – imprint a code to enter a sweepstakes or interact with the brand.
- Promotions, sweepstakes and contests – promoted via print, broadcast and outbound telemarketing.
- Email marketing. Especially if you have an opportunity to promote news updates or updates on content, web casts or podcasts on your emails.
- In-Venue – promotion during a live event – fan interaction, info or trivia, future ticket sales or discounts on concessions, souvenirs or other items available on site. You can also use mobile marketing to promote booth traffic or to generate response at a trade show or conference.
- On your website- put a banner promoting special offers or content for mobile devices on your home page and again on your shopping cart thank you page.

Tracking Mobile Marketing Programs:

While mobile marketing reporting is not as robust as email reporting, you can still gather important information from your campaigns that will help your company determine the ROI on the campaigns. These include:

- Number delivered to gateway
- Number delivered to handsets, preferably by carrier
- Number redeemed (for coupons or special offers)
- Responses to campaigns
- More detailed response data for surveys
- Overall response by keyword or short code to track how your promotional media worked.

Conclusion

Mobile marketing represents huge potential and the ability to refresh and augment other marketing programs that may be hitting a plateau. However, if your company is ready to test mobile marketing, the process can be intimidating if you have never done it before, particularly when setting up short codes or getting carrier approval. Consider using a partner like Lyris HQ. Our team can help you through the process and also show you how to integrate mobile marketing into email and other programs.

Bonus Checklist – 10 Tips and Tricks for Mobile Marketing

Here are a few tips and tricks to incorporate into your mobile marketing campaigns for a greater success.

1. After subscribers participate in one campaign, ask them if they'd like to opt-in for future messages. Offer them incentives such as promotions or alerts. This will help you build an opt-in database to kick start future programs.
2. If you employ several types of media to promote your campaign, use a different keyword for each media type while keeping the message the same. This way you can measure which was most successful by comparing the keyword results. For instance, you could use the keyword COOL for print, ICE for in-store displays, and FREEZE for in-venue.
3. Boost campaign participation with incentives. Allow television viewers to vote on plot twists or reward subscribers with coupons, rebates, or prizes.
4. Offer incentives based on subscriber activity and preferences. If a subscriber shows interest in a particular team, artist, or product, offer them related promotions or content.
5. When creating bilingual campaigns, use a different keyword for each language and state those keywords in the promotional material. This way, you do not have to ask subscribers for their language preference in the text message. The keyword will dictate which language, and hence which message flow, should be sent to the subscriber. For example: "Text FREE to 45471. Envía GRATIS al 45471."
6. Buying a vanity code takes 6-8 weeks. If you need to launch a campaign quickly, buy a random short code rather than a vanity. Or, borrow a short code from your mobile marketing provider until your vanity code is approved.
7. For feature-rich campaigns, provide a directory that allows subscribers to text HELP to discover all available options.
8. Don't think mobile marketing is just for marketing to consumers. Consider adding mobile alerts if you market to businesses – such as notices about upcoming webcasts or podcasts or offering an on-site communication program to conference attendees.
9. Test all of your campaigns on a variety of mobile devices before your mass blast. This enables you to troubleshoot any issues before you communicate with a larger audience.
10. Most importantly, make sure you have the right partner in executing your campaigns. A partner like Lyris HQ can offer the support with carrier approval, campaign development and the metrics and analytics you need to make your program successful.