

SMS Mobile Marketing



In a nutshell...

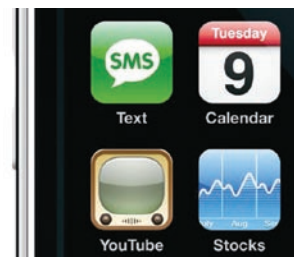
MOBILE MARKETING

Before too long the boundaries between mobile marketing and online marketing will be pretty much indistinguishable. We're not quite there yet, but if you've not considered mobile as part of your marketing mix, then you're overlooking a fantastic way of hitting your audience on the move.

You might also be letting your competitors wander a few steps ahead of the game. SMS marketing is one of the most cost effective tactics available to your business; but it doesn't have to be restricted to its 'traditional' forms. Merging the web with your mobile strategy is often the best way of delivering a useful mobile experience – both for you and for your customers.

A mobile phone is perhaps the most intimate of all media, and effective mobile marketing can give your business a direct line to an elusive audience that seeks relevant information and immediate gratification. Get it right and mobile marketing can be an incredibly powerful tool, but in order to get the most out of mobile advertising it's important to understand how to interact with users. The mobile phone is a highly personal device and any forms of commercial messaging through mobile handsets must be sensitive and open.

This ebook has been put together to help businesses understand and appreciate the benefits of mobile marketing – focusing in particular on SMS marketing and it's potential for integration with the mobile web.



MOBILE GROWTH

91% of mobile phone owners keep their phone within one metre, 24 hours a day. Whichever way we look at it, the mobile phone is a hugely important part of our everyday lives. As our phones become more and more sophisticated, our behaviour changes and the boundaries between work and leisure soften. We no longer have to be sitting at a desk to check an email, and soon Smartphones will be so ubiquitous that our automated out-of-office messages will be left completely redundant.

With over 95% of the UK population owning a mobile phone, penetration outstrips the PC by ten to one, and given a choice of consumer electronic devices, the 18 to 24 demographic overwhelmingly chose their mobile phones over PCs (47% to 38% respectively). The complete opposite is true for the 45+ age group (Source: Accenture), further emphasising the shift in behaviour that the more technologically savvy younger demographic are experiencing.

These changes in media consumption patterns have seen a staggering 104% growth in mobile marketing over the past 12 months (Source: Admob), with predictions of a further 150% growth over the next two years as businesses look for ever-more efficient and accurate ways of targeting elusive audiences in our fragmented multi-media landscape.

As the mobile web gets even faster and more affordable, new smartphones will replace old handsets and millions more people will use the mobile web as part of their daily routine.



SMS MARKETING

Despite being the most established form of mobile marketing, SMS remains the most effective. The ability to collect mobile phone numbers of potential customers, combined with the potential for integration with the mobile web makes SMS an essential tool for adding depth, interaction, and measurability to marketing campaigns.

2009's text message total in the UK was 96.8 billion, while over 600 million picture messages were sent across the year. Even with the astonishing growth of social media channels such as Twitter and Facebook, people are continuing to use SMS as a social messaging tool because of its simplicity and ubiquity for instant, on-the-go communication.

The set-up and implementation of SMS marketing campaigns is quicker and cheaper than most businesses realise, and any good agency offering mobile marketing services should be able to have a campaign up and running within a few days. To avoid straying into the world of 'spammy' bulk messaging, focusing on a direct response campaign is always the best approach. The use of direct-response messaging serves as the foundation for brilliantly targeted and highly relevant marketing; it means that your database consists solely of people who have 'subscribed' via SMS because they are interested in a specific offer or service that your business has promoted.

If you're not convinced about the importance of SMS marketing, have a close look at the next set of TV ads that you see, or the next billboards you drive past. For many businesses, integrating SMS with advertising isn't a luxury; it's a pre-requisite for a successful campaign that delivers on multiple levels.



SMS & MOBILE WEB

The wide range of unlimited browsing tariffs provided by today's mobile networks has opened up the web like never before. This in turn has created boundless opportunities for businesses looking to promote their brands to customers on the move.

Within the next 12 months the mobile internet will be everything and everywhere, with devices such as the Apple iPad and HP Slate further blurring the boundaries between online and mobile. Now is the time to test the water; ignoring the long term potential of mobile marketing might well be a cause for regret.

If you think that cutting edge communications on the mobile web have to be expensive, then you should probably think again. Valuable mobile experiences don't necessarily mean a brand new mobi site or branded app; sometimes the simplest solutions are the most effective when it comes to getting across a powerful message. We can help you to give the mobile user what they want: fast access to useful content... all for the price of an ad in your local paper.

Before too long the mobile phone will BE the internet, and the PC will be largely redundant outside of the office.



WHY IT WORKS

Mobile marketing is really affordable compared to more conventional forms of direct marketing. It is also a two-way communications platform that encourages a dialogue with potential customers.

95% of text messages get read. It's very easy to delete an email or flick past an ad, but the highly intimate nature of the mobile phone means that people pay close attention to their message inbox.

SMS delivers immediate gratification and – when combined with the mobile web – can deliver fast information to customers when they are in their most relaxed and receptive states.

Direct response SMS can help businesses to grow a database of potential customers; giving the luxury of being able to phone people who have shown an interest in their company.

SMS marketing is hugely viral, so can be very effective when used to promote special offers or deals; especially amongst the more receptive younger demographic.

Mobile marketing is completely measurable in it's own right. It also has excellent synergy with more 'traditional' offline media, adding an element of measurability to a largely unaccountable medium.

People have their phones with them at all times of day. That means that messages sent to mobile phones will most likely be accessed within minutes, and can be acted on immediately.



CONTACT DETAILS

At McConnells we pride ourselves on our approachability and creativity. Our client retention rate is testament to the superiority of service that we offer. Ask us about our tailored and managed mobile marketing campaigns for a 100% professionally administered solution.

Thank you for downloading this ebook.

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So there you have it. As this introduction will hopefully have shown, there's so much more we can achieve by working together. To discuss your needs over the phone, or a coffee, please contact Chris today.

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