

TEXT IS NOW!!!

It's amazing how many businesses integrating SMS into their digital marketing strategy. Traditional advertising channels have always been a large revenue generator for us, but in the last two years it has amazed me to see how many of our deals are mobile marketing-related. Last month alone, among new business orders, mobile services beat out email services. Direct Connect Media deals with companies of all sizes (from Hardee's to Mighty Taco) and I can tell you that a lot of small-to-medium-sized businesses are really starting to collect cell phone numbers and send marketing messages. The biggest hurdles with these SMBs is education and helping our clients to understand best practices.

Some companies look at SMS like they do email. But these are two very different channels, and people need to understand when and how to use them. Truly great SMS marketing providers offer more than just a platform to manage SMS campaigns—they help educate and even offer strategic consulting. Think about this: 95 percent of cell phones in America currently have SMS capabilities. According to the CTIA, there are 262.7 million cell phone subscribers. That is about 84% of the U.S. population.

The Conversation Continues...

So if you do the math, 249 million or roughly 80% of U.S. residents can be reached via text messaging. That is astonishing! I think it is safe to say that there are less individual email addresses than phone numbers that can receive text messages.

According to Return Path, 33 percent of email addresses change on a yearly basis. How many times have you changed your cell phone number in the past one, two, or even five years? Increasingly more people are getting rid of their home phones (including me) in favor of having just their cell phone. I don't know the churn rates on cell phone numbers, but I imagine a big percentage of users are going to keep their number for life. That 10-digit number is basically your customer static IP address.

Text is next?... Hardly! Text is now!

U May Be Surprised to Know...

66% of Americans aged 30-49 use text messaging

Young adults who are gadget owners are far more likely to report text messaging overall (81%), but are no more likely to report work-related messaging. However, fully 66% of those ages 30-49 use text messaging and 15% say that at least half of their exchanges throughout the day are work-related. Among employed text messaging users, 28% say they exchange text messages with friends and family at least once a day while at work, while just 17% exchange messages with colleagues, [according to Pew Internet Project](#).

An Important Thought...



Advertising is the foot on the accelerator, the hand on the throttle, the spur on the flank that keeps our economy surging forward."

Robert W. Sarnoff, quoted in *The International Dictionary of Thoughts*

- 1969

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