

### Continuing our conversation on Mobile Marketing:

#### Targeting is the key to advertising success.

The text message campaigns that perform best are those with a direct and simple call to action. Relevance is paramount -- relevant ads are effective and memorable, especially when inserted into opt-in content. Here are some other tips: Understand the different ways you can target your audience using SMS, including targeting by consumer interest. Consider the social, financial and tech savvy profile of the audience you want to reach, and target accordingly. If you consider only one of these dimensions, your advertising will be wasted on consumers who either can't use your product or can't hear your message.

SMS advertising offers the ability to target consumer segments with specific offers. The more relevant the campaign, the better the ad performance. It's not rocket science, but writing "one size fits all" ad copy is one of the most common reasons for poor campaign performance. Example: one mobile marketing firm was able to increase conversion rates by 60 to 100 percent by writing specific relevant copy in text message advertisements by targeted audience channel. Example: For "Make Me a Supermodel" on Bravo, messages to Alltel customers promoted the My Circle offer, while messages to other consumers promoted different content.

**Next Week...Create a Conversation with ur customer...**

### DID U KNOW ?

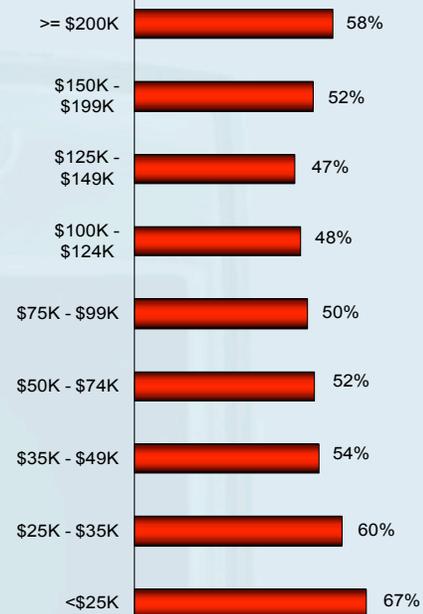


*Direct Connect Media is pioneering new technologies, such as interactive MMS Bar Code Reading...*

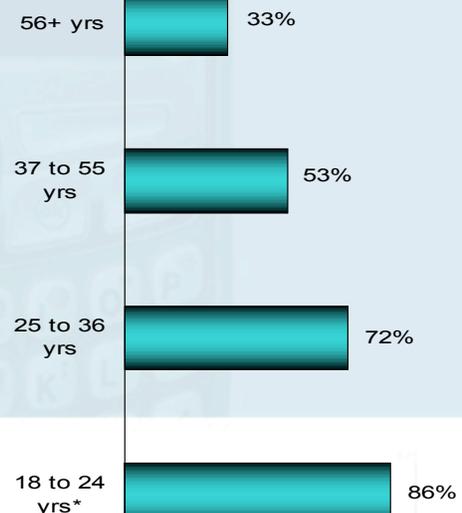
**R U Missing UR Customers?**

### Text User Demographic Profile - Incomes

Source: Telephia Customer Value Metrics, Q3 2008, National



### but wait, there's more...Demo Profile - Age



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