

**If you want a marketing platform that offers reach, ease of entry, targeting and interactivity, then text marketing has it all.**

When most of us think about SMS, we envision the (sometimes creatively) abbreviated messages, like “R u on yr way home?” But in addition to being a convenient and **addictive** personal communication tool, SMS is proving to be a great platform to help businesses reach and engage hard-to-find audiences.

With the personal nature of communicating with customers on their mobile phones, marketers need to get smart about the medium and how to tap its push information to consumers, but to spark a conversation with them. So, over the next few weeks we will discuss the things you need to remember about SMS Advertising.

**1. There is big reach in text messaging, and audiences are already opted-in.**

Don't worry about having to deal with fragmentation. If you want to reach tens of millions of consumers through their phones, you can do it today. The demographics of this consumer base are not purely teens or twentysomethings; lots of other demographics opt-in for SMS content as well.

#### ▼ DID U KNOW ? ▼

Compared to other forms of direct marketing, text messaging is more affordable, very effective, and enjoys the highest recall rate of any advertising channel

***R U Missing UR Customers?***



#### The Conversation Continues...

Taking a step back, SMS is also the most commonly used mobile technology (besides voice), and because virtually all mobile phones can send and receive text messages, SMS advertising messages reach the widest possible audience. According to the Nielsen Company, 83 percent of U.S. mobile subscribers use SMS. In comparison, the same report said that 36 percent of mobile subscribers accessed the mobile web in the same period. More evidence of SMS' pervasiveness: SMS-based information search was used by nearly 15 million consumers to get sports scores, news or weather during the final quarter of 2007, according to the Nielsen Company.

#### ...but wait, there's more...

The things that make SMS a great tool for personal communication -- ubiquity, relevance and immediacy -- also make it a great channel for marketers. Publishers like Yahoo, MySpace, Evite, USA TODAY, the NBA, and most television networks are all sending out content that users are asking for. The diversity of the content available leads to an equally diverse audience.

*Next Week...It isn't hard to get started...*

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