

Send messages – but not too many...

Frequency of alerts should be one of a brand's primary concerns when advertising in the mobile space. We suggests that companies send no more than three advertising or informational alerts per month, but also paying attention to the time of day alerts are sent is just as important. No sending alerts before 7 a.m. or after 9 p.m., is a good rule of thumb. You have to envision you're ringing thousands of people's phones. A cell phone has a high threshold of consumers expecting privacy. In a lot of instances you're paying to receive these messages. SMS spam is really reviled by anyone who receives it.

It is equally important to remember that the entire text-message process – from the cell phone opt-in to each message – is filled with opportunities to reinforce your brand and it's message.

Alerts can be about exclusive content that's coming up in a special sale, brand information, or community sponsored events. It's like calling thousands of people and saying, "Hey, come look at me."

DID U KNOW ?

From the second half of 2007 to May 2008 mobile advertising has shown tremendous growth. In the second half of 2007, interest in mobile advertising was at 26% and then nearly doubled at the start of 2008 to 46%. Similarly, surveys found interest at 64% in March and rising to 81% in May

R U Missing UR Customers?

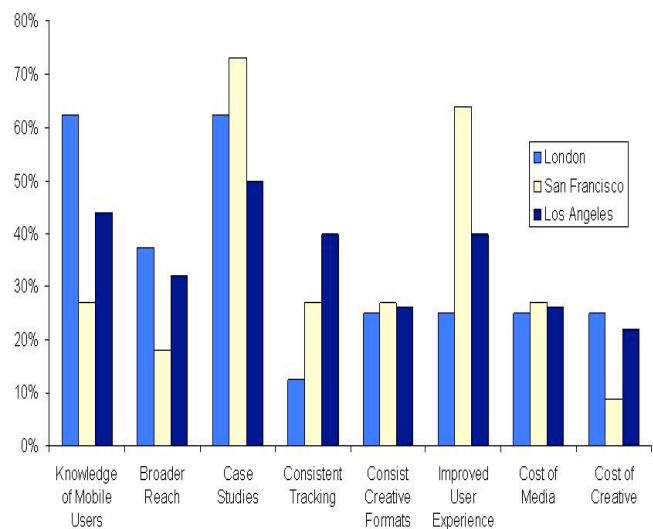


SMARTPHONES HELP U2 TOUCH CUSTOMERS

The entertainment and automotive industries are leading the adoption of mobile advertising, as 81% of L.A. survey respondents running mobile campaigns in 2008. In the areas they were most likely run a mobile campaign, entertainment topped the list at 50%, with automotive second at 26%.

A barrier to entry in mobile advertising seen across the US and European markets was the need for an improved user experience, with 64% in S.F., 40% in L.A. and 25% in the U.K. As more advanced mobile devices and web access permeate the market; spurred by the developments like the iPhone, Blackjack, Blackberry and others, as well as, distribution improvements, this demand will be met and user experience will be less of a hindrance to entering the mobile ad market.

...AND SMS IS THE KEY



sales@directconnectmedia.net

bcowen@directconnectmedia.net