

Continuing our conversation on Mobile Marketing: Creating a conversation .

“Permission Based Marketing” is the buzz in mobile. Advertisers that create a dialog with their consumer are more effective in generating conversions and are more measurable than simple media placement campaigns. A campaign can engage by inviting the user to answer a question, play a game, or look something up. These invitations maximize campaign response rates. Subtlety is not effective. An unclear, confusing or hard-to-notice call to action will get lost, even on the small screen. One example of this is an SMS campaign for the last Harry Potter novel. After being invited to vote on whether Harry Potter would die audiences were initially sent the text "Harry Potter 40% off Learn more Reply HARRY." After that copy was tweaked to "Thank you for voting! Harry Potter 7 goes on sale July 21st. Get 40% off at Borders Books, reply BORDERS," responses improved 30 percent. Conversation can go beyond a simple question. You can create a connection with consumers by offering sponsored content. Coors is the National Football League's "Official Beer Sponsor." Coors wanted a campaign to support the fanatical interest of passionate NFL fans, so they sponsored NFL Draft text message alerts, offering consumers over the age of 21 to opt in to Coors Light NFL Draft alerts, which are real-time text message updates on the first-round NFL draft with Coors branding on every message. This SMS alert service saw thousands of sports fans opt-in to these branded messages with no additional promotion outside of SMS

DID U KNOW ?

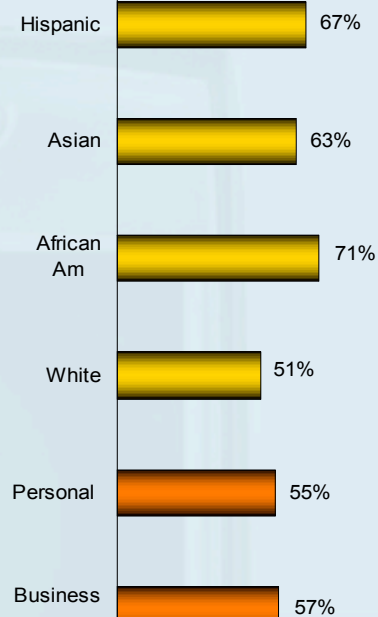


The growth in mobile advertising awareness is occurring in all age groups, although the largest rates of growth in the last 6 months have come in the 25-34 age group (47%) and in the over 65s (45%).

R U Missing UR Customers?

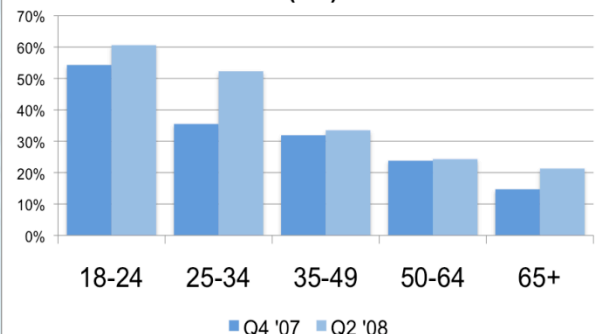
Text User Demographic Profile - Ethnicity

Source: Telephia Customer Value Metrics, Q3 2008, National



Mobile Recall of Ads in the US

Recall of Mobile Advertising by age (US)



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