

Continuing our conversation on Mobile Marketing: Use SMS as the entry point to a Positive experience.

SMS offers a variety of ways in which you can engage consumers. Just because you start with a text doesn't mean that's all you get. SMS offers a variety of ways to further engage customers and leverage the initial response to further interaction via additional text message, multi-media messages, email, voice, mobile web, and video. Mobile services can drive sales instantly, targeting a built-in audience that is already interested in getting information on their phones. The ability of SMS to deliver cross-media interactivity allows you to pick the method that best fits their business goals. For Example:

SMS reply: A short ad with the option to reply with a keyword for additional information. This can also be used to allow the consumer to search for information, play games and receive coupons, reminders or special offers.

SMS click to WAP: Advertising containing a URL to a mobile website

SMS click to call: Advertising including a phone number

SMS branding ad: Branded content without a call to action

SMS can act as a bridge to connect a customer to another medium. Universal Pictures and their agency Ignited recently demonstrated excellence in cross-platform promotions with their campaign surrounding the release of box office hit "Forgetting Sarah Marshall."

Continuing Our Conversation...

In addition to an innovative viral campaign using billboards, bus ads, television and radio spots and online advertising, the studio launched an SMS ad campaign targeted at consumers of digital media. Teaser ads invited consumers to reply SARAH to find out more; those who responded got more information about the film and an opportunity to view the trailer. Thousands of consumers viewed the movie trailer on mobile devices as a result of this campaign.

As you can see, SMS offers a wealth of opportunities for meaningful customer engagement. The key to success with an SMS campaign is to remember that consumers respond best to a targeted, direct call to action. By nature, SMS lets marketers provide consumers with a bite sized morsel that intrigues customers because it's contextually relevant to their search or opted-in content. And to paraphrase Hollywood (and the ad world), a great SMS campaign will keep them engaged and coming back for more.

Permission Based Marketing Primer

Consumer Preference is about permission based marketing. If, as an advertiser you can execute permission based marketing campaigns then you can certainly find ways to benefit from mobile marketing. And permission starts with understanding the **consumer marketing preference**. If you can understand **consumer marketing preference**, then you can execute **permission based marketing**. And permission marketing is not **mobile phone spam**.

Yes - Mobile marketing starts with traditional marketing - print, web, radio, television - all of the old standards. Because before you can send the first message to a consumer, you must obtain their permission, and that means that you understand consumer marketing preference.

DID U KNOW ?

Mobile Messages Gain Awareness ~ Text is tops as 100 million-plus people in the United States are exposed to SMS ads



R U Missing UR Customers?

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