

### Often opportunities are sometimes all about timing.

To that end, it is a great time to engage in mobile marketing projects.

The mobile channel cuts across both online and offline channels. Just by tagging other forms of media with a short code, keyword and mobile call-to-action, advertisers can immediately increase the value of their traditional media placements, turning static inventory into direct response vehicles.

Direct Connect Media actively encourages our clients to pursue this strategy as an entrée into the mobile marketing arena and then following up with other tactics shortly thereafter.

If you are an advertiser interested in the mobile touch point, how can you work with a mobile marketing agency?

Plain and simple – first contact us, either email or phone.

And just like any other consultative sales process, we would like to know your pain points and your ultimate objectives.

Armed with that understanding, Direct Connect Media can then work with you to craft a winning mobile solution.

We provide advertisers with consulting services in formulating mobile strategy. In addition to consulting, agencies typically offer mobile marketing services in SMS and MMS mobile messaging, mobile video and proximity-based applications such as: (C next column..)

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Bluetooth and location-based services.

We also offer mobile Internet development, mobile search and WAP advertising for mobile Internet campaigns.

With mobile being a very effective lead generation and direct response vehicle, media agencies are starting to understand the data and measurement aspects of mobile.

Mobile is certainly an exciting channel to enter.

But, advertisers should also proceed with realistic expectations. They should understand that it is a rapidly emerging channel while at the same time a very intimate touch point so proceed cautiously – after all we carry our mobile phones with us all the time. Response rates via mobile are currently higher than most forms of media. But remember the driver to the response is the offer itself, not the channel. The channel facilitates the consumer response.

Therefore, as it relates to mobile messaging applications, craft relevant and compelling mobile calls-to-action.

### SMS Tops In Mobile Marketing

Text-messaging campaigns result in a much higher response rate than other forms of mobile.

Mobile marketing fees vary with the project scope. Obviously, the more sophisticated the project, the more work it entails.

However, advertisers can engage with messaging campaigns for as little as \$2,500 to \$10,000.

As a parting note, mobile marketing's time is now. As with any new media channel, it is wise to test, learn and then engage deeper. Keep in mind that those stages can be compressed.

### 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?**

[sales@directconnectmedia.net](mailto:sales@directconnectmedia.net)  
[bcowen@directconnectmedia.net](mailto:bcowen@directconnectmedia.net)  
**740-945-9474**