

The Individual Elements of a Successful Mobile Strategy

Last week we discussed that the most effective mobile ads should include the following attributes:

1. **Value**
2. **Relevancy**
3. **Honesty**
4. **Simplicity**

This week, let's explore the first attribute:

Value. A valuable mobile ad is one that people enjoy reading and respond to -- something more than just "buy brand X." Let's compare the follow and see which example is more appealing.

Using a Hybrid Car as an example, you send a text that reads, "Buy Our Hybrid Car" but that doesn't add a lot of value to the consumer.

Instead, reposition the message:
"Did you know that a Hybrid emits much less carbon a year than a typical SUV while saving gas?"

When you push out relevant facts, your message becomes content, and prospects are much more responsive to it.

DID U KNOW ?



In the Month of June more than 56 Billion Text Messages were sent and received in the U.S.?

R Missing UR Customers?

Mobile Marketing Comes to US Politics

In a clear recognition that mobile is not limited to only teenagers (who are too young to vote), the Obama campaign has launched a mobile site to help the candidate connect with US voters.

The site is a full mobile site, with many similarities to most commercial mobile sites. It includes background on the candidate, news, videos, white paper downloads, wallpapers, and ringtones. There is even a viral element that asks people to get a friend to join, and a section that is essentially an opinion poll, asking various questions about economy, key issues, etc. .

You can check out the Obama site at: www.obamamobile.mobi

SMS REACHES UR CUSTOMERS...

A new study conducted for the mobile entertainment community found that over 30% of subscribers surveyed in the US recalled seeing mobile advertisements within the past 3 months. The study also examined variations in age, gender, and ethnicity.

Another very interesting highlight from the study is that SMS usage is still by far the most widely used non-voice service. SMS is being used by 60% more people than use MMS, and by more than twice the number that play mobile games or go on the mobile web.

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