# The Individual Elements of a Successful Mobile Strategy

As we continue to look at the individual elements the comprise a successful Mobile Campaign, let's review the for basic elements below. Last week we discussed the **VALUE** element attributes:

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

This week, let's explore the **RELEVANCY** attribute. The more closely ads relate to content, the greater the response rates. Examples of good ad-content combos:

- Design Tips
- Earth-friendly tips
- Diet tips
- Beauty tips with makeup ads
- Participants in a game or contest receiving ads for the prize

*Typically prospects will ask for a lot more content (opt-in) if you can make the message relevant..If it's not relevant, if it's like slamming an ad in your prospects face and your response rates suffer.*

## ▼ DID U KNOW ? ▼

Last week more than **2.5 MILLION** people opted in to receive a text of the announcement of the Democratic VP

*R Missing UR Customers?*

## TEXT EXCELS WORLDWIDE

Orange has run the world's first in-SMS advertising trial in Switzerland in partnership with Direct Connect Media, a provider of advertising solutions for mobile phones. SMS is probably the most efficient channel to link brands with mobile customers. With widespread usage, text messages reach a much larger audience than traditional media.

"Text messaging represents the largest potential advertising opportunity in the mobile world," comments Brent Cowen ,President at Direct Connect Media. "Given that billions of messages are sent and received every day, **the number of total viewers exceeds audiences of the largest web sites, TV and radio stations and newspapers**. When it comes to global audience reach no media format exceeds text messaging." In-SMS advertising allows for the integration of multiple interactivity features such as click-to-WAP, click-to-call or click-to-download.

Test results measured during the nine-week testing period are very positive in terms of acceptance rate, service delivery, click rates, number of inventories and the impact on brand recognition.

"This is a groundbreaking solution and we're very happy to be the first to test it," comments Fabrice Allegro, Vice-President Marketing and Solutions at Orange Switzerland. "Mobile advertising provides a compelling opportunity for brands and their media agencies while allowing our customers to consume more mobile services for less."

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