

The Individual Elements of a Successful Mobile Strategy

As we continue to look at the individual elements that comprise a successful Mobile Campaign, let's review the four basic elements below. During the past couple of weeks we discussed the **VALUE** and **RELEVANCY** element attributes:

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

This week, let's explore the **HONESTY** attribute.

Integrating content and advertising is a great way to catch consumers' interest, but don't blur the line too much. People don't like feeling deceived. If the call to action needs to see store for details, then make sure that included in your message. Also, include in every opt-in reply or push a mechanism that allows your customers to opt-out if they wish. Opt-out rates are generally low, but letting the customer have a choice goes a long way in build your relationships.

▼ DID U KNOW ? ▼



Cell phone usage is catching up to TV **and** holds a more captive audience. And Cell Phone usage **almost doubles internet usage**. See tables to the right
R Missing UR Customers?

Nielsen Recognizes The Mobile World

The TV and Internet figures below are calculated using Nielsen's National TV and Internet panels which are measured electronically and reported on a regular basis. The Mobile Phone figures are collected by Nielsen via a quarterly survey, and give a firsthand look at how early adopters report their usage of mobile video.

Overall Usage Number of Users 2+, Per Month (in 000's)

May '08 May '07 % Diff Watching TV in the home*

May '08	May '07	Diff
282,348	278,400	1.4%

Watching Timeshifted TV*

May '08	May '07	Diff
63,265	46,632	35.7%

NOW THE BIG SURPRISE

Using the Internet**

May '08	May '07	Diff
161,690	154,134	5%

Watching Video on Internet**

May '08	May '07	Diff
118,673	n/a	n/a

Using a Mobile Phone^

May '08	May '07	Diff
217,076	n/a	n/a

Mobile Video Subscribers Watching Video on a Mobile Phone^

May '08	May '07	Diff
4,400	n/a	n/a

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