

EXCITING, VALUABLE & FUN WAYS TO CONNECT TO YOUR CUSTOMERS

During the past few weeks we looked at the individual elements of a successful Mobile Campaign, now let's look at some meaningful ways to connect with your customers.

National Hockey League team the **Pittsburgh Penguins** have had great success in connecting with its student fan base using its text-messaging program. It all started in 2006 when in order to fill empty seats, they decided to text local students with offers of severely discounted tickets. The students who were priced out of tickets at \$100 were more than willing to show up to buy tickets at \$20. The demand was so high it led to queues of students waiting around the block. On top of the activities aimed at students, the Penguins have developed a fan base of 20,000 subscribers who receive team news alerts, including game recaps and each game's three stars. This is up from 8,000 a year ago.

NEXT WEEK MORE FUN IDEAS...

DID U KNOW ?



Mobile Phone Usage is Now 3X that of internet users!!!

R U Missing UR Customers?

CUSTOMERS R WAITING 2 HEAR FROM U

A recent **Jupiter research** study has found that a growing number of consumers (around 30%) are interested in receiving mobile coupons. Mobile coupons is clearly one of the big opportunities for mobile advertising, as it allows for very tight targeting and tracking, and lets an advertiser "close the loop" all the way from advertising through to purchase. The benefits of mobile coupon s include:

- real-time offers,
- geo-targeting,
- personalization,
- time-of-day redemption tracking,
- triggering impulse purchases, and
- a lower cost of delivery.

"Mobile coupons offer flexibility and the ability to target prospective consumers most likely to respond to an offer," said **David Schatsky**, President of Jupiter Research.

GOOGLE AGREES...

Google CEO **Eric Schmidt** was interviewed on CNBC's **Mad Money with Jim Cramer** a couple of weeks ago, and he stated that eventually Google can make more money from mobile than it does on the desktop. "We can make more money in mobile than we do in the desktop eventually... and the reason is the mobile phone [computer] is more targeted. Think about it: you carry your phone, and your phone knows all about you... we can do a very, very targeted ad." said Schmidt.

We couldn't Agree More!

sales@directconnectmedia.net

bcowen@directconnectmedia.net

to Unsubscribe reply: unsubscribe@directconnectmedia.net