

## 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 few weeks we've discussed the **VALUE**, **RELEVANCY** and **HONESTY** element attributes:

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

This week, let's explore the final element, **SIMPLICITY** attribute.

Now those of you who have attended my Power Point presentations know this is not my strength, but in an SMS Campaign, brevity and simplicity are the keys, and we excel at making your campaigns meaningful and successful.

And for those of you who have worked with Direct Connect Media know how simple the process can be when you work with us.

**Next week, we'll discuss some of the creative ways you can engage your customers with an SMS Campaign.**

### DID U KNOW ?



In the US, 53% of those surveyed reported that they had sent or received a text message within the past three months,

**R Missing UR Customers?**

### More Nielsen Information

Highlights of Mobile Usage:

- **As of Q1 2008, 91 million (36% of all mobile phone subscribers in the U.S.)** owned a video-capable phone. As more subscribers upgrade to phones capable of receiving mobile video, subscription cost, promotion and network speeds will be the primary challenges to the growth of mobile video consumption.
- **As of Q1 2008, there were already 13.9 million persons** (6% of U.S. mobile subscribers) paying for a mobile video plan, up from 8.4 million (4% of all mobile subscribers) in Q1 2007.
- **4.4 million persons (2% of U.S. mobile subscribers or 31%** of those who subscribe to mobile video) report that they watched mobile video with a mobile video subscription.

### NOW THE BIG SURPRISE

- **In addition, 95 million persons (37% of U.S. mobile subscribers)** subscribed to mobile Internet as part of their mobile data plan in Q1 2008, a significant platform for mobile video consumption.

As the remainder of this year unfolds, and into 2009, Direct Connect Media plans to help you engage your customers with mobile bar coding, mobile video, mobile games, and mobile web services.

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