

Sales RUSH – Customer Connected Adrenaline

People are increasingly staying in touch via text messages, and advertisers can't wait to be a part of the conversation.

2009 and 2010 are poised to be years of SMS marketing.

Mobile marketing is poised to be one of the more effective advertising tools in recent history. A wave of cheap unlimited texting plans combined with an unsavory global economy that has advertisers looking for cost-effective tools have come together to produce the perfect storm for SMS and short code marketing.

• **EVERYBODY'S DOING IT*** If you're going to create a market for short codes, the first thing you need to have is adoption of SMS. A December 2008 report from Nielsen revealed that the average number of text messages sent among wireless customers in the United States rose from just 65 in first quarter 2006 to 357 in the second quarter of 2008. Adoption demographics are widening as well. The same Nielsen study found that as of second quarter 2008, American adults aged 35-44 were sending an average of 236 text messages per month. **There are currently 75 billion text messages sent per month just in the United States. That's more texts than phone calls with adoption rates across demographics in the 70-80 percent range.**

• **SHORT CODES CREATE NEW CUSTOMERS** Short codes are a unique way of soliciting either one-time or enduring consent from a potential customer. For instance, an advertisement in a magazine offers a coupon for a free slice of pizza by texting "eat" to the common short code PIZZA. *Jiffy Lube saw 50 percent new customers from mobile coupons.*

DID U KNOW ?



Great ideas need landing gear as well as wings."
C.D. Jackson

*Article By Andrew Berg
WirelessWeek - April 01, 2009

Some might ask why the advertiser didn't just include the coupon in the magazine. The answer is quite simple. By prompting the potential customer to take action, the advertiser has formed an active, consensual relationship that produces a result and hopefully a new customer. During a recent campaign for Jiffy Lube where contestants could text into a Clear Channel station for a chance to win a year's worth of oil changes, Each customer who entered received a coupon. Fifty percent of those who actually redeemed the coupon were new customers. The most [Jiffy Lube] has seen with other mediums in the past was 20 percent. The personal relationship that users have with their mobile devices and the people they communicate with on them is attractive to advertisers, but it's also cause for extreme caution. The Mobile Marketing Association (MMA) published Consumer Best Practices (CBP) Guidelines, stressing subscriber privacy and limiting the impact that marketing has on the consumer. A poor user experience could result in reluctance on the part of the consumer to participate in mobile advertising in the future. Keep in mind the fact that all mobile advertising should be done on an opt-in basis only. Given responses like what Jiffy Lube saw with its campaign, it appears that marketers recognize the need to adhere to the MMA's Best Practices.

PROVEN ROI

Another attractive aspect of short code marketing is it's completely quantitative. Companies that employ these kinds of campaigns are privy to immediate feedback and are then able to adjust future efforts accordingly. "The biggest risk is TV. You can't trace anything once the spot has aired. With SMS and short codes, you can trace everything. It's just that marketers haven't been informed that mobile should be one of their prime customer acquisition and retention tools," says Mickey Alam Khan, editor in chief of Mobile Marketer. Given the current economic environment, the extensive feedback that comes along with short codes is one of the medium's greatest strengths. "Brands are under huge pressure to prove an ROI. This is very quantitative, you know exactly what you spent and what consumers acted on."

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