



## GETTING STARTED WITH SMS MARKETING!

What You Need To Know

written by Lynn Bates & Scott Bilicki





**MOBILOZOPHY**  
WHAT'S YOURS?

Published by:

Mobilozophy LLC  
13119 Linebaugh Ave.  
Suite 102  
Tampa, FL 33626

Toll Free: 866.631.5773  
Fax: 813.448.1053  
[www.mobilozophy.com](http://www.mobilozophy.com)

Copyright © 2011

No part of the contents of the publications may be reproduced or transmitted in any form or by any means without the written permission of Mobilozophy LLC.

Mobilozophy is a registered trademark of Mobilozophy LLC. All other trademarks are the property of their respective owners.



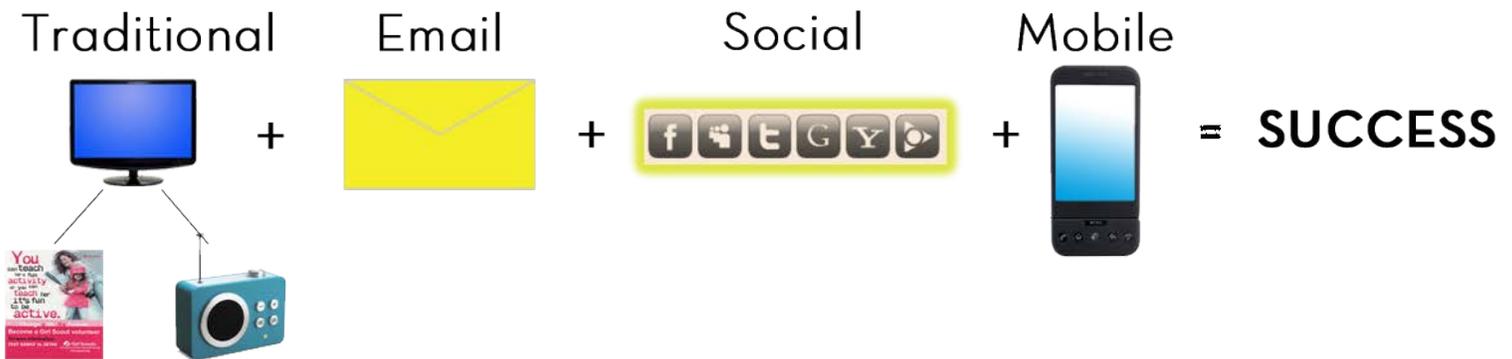
## GETTING STARTED WITH SMS MARKETING

With the evolution of mobile technologies, particularly smartphones, a new revolution in marketing has begun and is changing the way we market to consumers. In the U.S. alone, nearly 300 million mobile subscribers have adopted their mobile devices as their personal assistant. They can now receive information on the go, anywhere and at any time they need it.

That is why many businesses, like yours, are recognizing and accepting mobile as a strategic marketing channel. Mobile marketing technologies, such as SMS, offer you the opportunity to reach those consumers who want access and interactivity with your brand. This improves customer acquisition and loyalty, drives store and online traffic, and increases sales and ultimately revenue.

For those forward-thinking brands that have joined in the revolution, mobile marketing is delivering big results to their bottom lines. However, many businesses want to join the mobile revolution, but are uncertain about how to get started.

This document will offer insights into how you can begin leveraging SMS as a marketing channel.





## You Need A Shortcode

A shortcode is a five or six-digit number to which users can send a text and receive information or content in return. You can work with a mobile marketing partner that has already licensed and provisioned a short code or you can contact the Common Short Code Administration and license one on your own behalf. Prices for random codes are \$500 per month and vanity codes, such as 28766 or CUPON, cost \$1,000 per month.

If you choose to license your own code, you will need to provision that code with a single carrier or all carriers. Additionally, you will need to follow the Mobile Marketing Association Best Practices Guidelines.



For the purposes of this document, we will assume you have partnered with a mobile marketing company and will be sharing their short code to deliver your content.

## Establishing Campaign Goals

Before executing a mobile campaign, it is important to identify your goals and objectives. These goals can include:

- » Acquiring new customers
- » Building customer loyalty database
- » Increasing sales
- » Driving foot traffic

Once you have established the campaign objective, decide on a campaign timeline (launch and expiration date).



## Defining Metrics

Short codes offer better means of quantifying return on investment than most other media. However, you must define the metrics that you will measure to determine the campaign's success.

- » Number of opt-ins
- » Increase in sales
- » Number of responses to a program such as votes, entries
- » Click-to-calls
- » Mobile web page visits

## The Incentive

Create a desirable incentive to entice customers to opt-in to your program. Once a consumer opts-in for your mobile program, you can utilize SMS messaging in a variety of ways to keep them engaged with your brand. Ideas include:

### Alerts

Utilize SMS alerts to send relevant content to your consumers such as:

- » Service reminders or maintenance advice
- » Fashion tips
- » Product announcements
- » Discount offers and promotions
- » Upcoming events
- » Sports scores, traffic or news updates





### Text-2-Win (Contests or Sweepstakes campaigns)

A contest is a game of skill in which participants must perform a task to be qualified to win. For example, "Did Thomas Edison invent the phonograph? Text Yes or No to 28766."

A sweepstakes allows participants to enter to win a prize at random without requiring a skill or entry fee. For example, "Text Cruise to 28766 to enter to win a 5-day Western Caribbean cruise."

It is important that you comply with all federal, state and carrier regulations when running a contest or sweepstakes.

### Response Campaigns (Poll, Survey, Vote)

With response campaigns, you can learn a lot about your audience by asking them to interact with your brand and submit information to you via a vote, survey or poll. For example, if you are a retailer, you may ask,

"Who is your favorite fashion designer? Text 'Designer Name' to 28766."

You can then tailor future content based on the data they provide in their response.

### Coupons

Mobile coupons are permission-based promotions or offers that can be accessed via a link to a mobile web page in an SMS message.

Possible offers are:

- » Buy one get one free
- » 50% off any item. Limited time only.
- » Deal of the day (be sure to adhere to state and federal regulations).





## Select a Keyword

Keywords are designated words that are used to distinguish individual mobile campaigns. Select a keyword that is easy for consumers to spell and remember. For example, "Text DEMO to 28766."

## The Call-to-Action

This is the most important aspect of an SMS marketing campaign. In order to have a successful campaign, you must make the call-to-action highly visible. In other words, get it in the audience's faces. The call-to-action should be integrated into all facets of your marketing, including television and radio, print, social, digital, product packaging and whatever else you can place it on. You can also use different keywords in your calls-to-action to determine which media is offering the best opt-in or response rate. Listed below are several ideas on how to integrate a call-to-action for different industries:



### Auto Dealers

- » In-dealer signage
- » Service receipts
- » Car decals
- » Print advertising
- » Radio and television ads
- » Direct mail
- » Sponsorship banners
- » Pamphlets
- » Digital media (email, Internet, social)



### Hotels

- » Print advertising
- » Posters
- » Hotel keys
- » In-room guest books
- » Receipts
- » Digital Media (email, Internet, social)
- » Train staff
- » Sponsorship signage or materials
- » Radio and television advertising

### Restaurants

- » Tabletop tents
- » Menus
- » Print materials
- » Radio and television
- » Digital (email, Internet, social)
- » POS Receipts
- » Train staff

### Venues

- » Signage (interior and exterior)
- » Print materials
- » Digital media (email, Internet, social)
- » Jumbotron
- » Sponsorship materials
- » Tickets
- » Souvenir packaging/cups
- » POS receipts
- » Staff buttons

### Retailers

- » In-store and outdoor signage
- » POS receipts/Run call-to-action on the terminal display
- » Television and radio advertising
- » Digital media (email, Internet, social)
- » Direct mail
- » Shopping bags



**Text FOOTBALL  
to 28766  
to enter to win a team  
autographed football.**

**Msg&data rates may apply. Must be  
13 years or older to enter. Txt STOP  
to quit or HELP for help.**



## Calculating Campaign Performance

Once the campaign has expired, you should be able to measure your return on your investment. Your mobile marketing partner should supply you with reports on the number of opt-ins, redemptions, click-to-calls, mobile page visits, downloads or other statistics that you need to determine the campaign's success.

## Get Started Today!

If properly executed, SMS marketing provides an effective way for brands to build and develop brand awareness, acquire new customers and strengthen loyalty among existing customers. SMS is a powerful component to any media because it offers a dynamic element in which consumers can actively and instantly interact with a brand.

If you are looking to leverage mobile as a marketing channel to engage and connect with your consumers, then let Mobilozophy help get you started today.

Contact us at [sales@mobilozophy.com](mailto:sales@mobilozophy.com) or 866.631.5773.