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MOBILOZOPHY

WHAT'S YOURS?

Getting Started with SMS Marketing





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GETTING STARTED WITH SMS MARKETING

Mobile engagement is a hot topic and SMS or text messaging is making a comeback as an effective way for brands to build long-lasting consumer relationships. As of 2019, nearly 442.46 million U.S. mobile subscribers have adopted their mobile devices as their first channel to communicate, research products and acquire information. They can now receive information on the go, anywhere, and anytime they need or want it.

That is why many businesses, like yours, are have accepted 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.



Understanding SMS Compliance Requirements

Before integrating SMS into your marketing strategy, you need to understand the SMS compliance requirements and select a provider that adheres to them.

Here are a few links to best practice guidelines:

- » [Telephone Consumer Protection Act \(TCPA\)](#)
- » [CTIA Best Practices](#)

Choosing Need a Dedicated Short Code, 10 DLC, or a Toll-Free Number

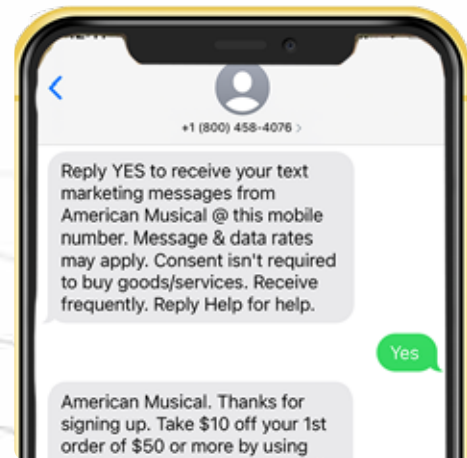
To develop a strategy for SMS marketing, you must decide between using an SMS short code, long code, or toll-free number.

Short Code

A shortcode is a five or six-digit number to which users can send a text and receive information or content in return. Carriers will eventually ban shared shortcodes, but dedicated and random codes are still a great way to send messages. You can work with a mobile marketing partner to help you license and provision a shortcode, or you can contact the Common Short Code Administration and license one on your behalf. Prices for random codes are \$500 per month, and dedicated vanity codes, such as 28766 or CUPON, cost \$1,000 per month.

10 Digit Long Code (10 DLC)

A 10-digit long code is a 10-digit local phone number for application-to-person business messaging. It allows businesses to send high-volume SMS messages. These numbers are intended to replace shared short codes eventually, and are less expensive than dedicated short codes.



Toll Free Numbers

Toll-free numbers are long-code numbers that start with toll-free codes such as 800, 866, and 877. These numbers are best for sending 1:1 communications.

SMS is an impactful and timely tool to engage your customers. If you are unsure which option you should choose, don't worry, Mobilozophy will help you decide which is the best choice for your business.

Establishing Campaign Goals

Before executing a mobile campaign, it is important to identify your objectives. These 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
- » URL clicks
- » Boost in loyalty members



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

SMS alerts are text messages automatically sent to a mobile subscriber who has opted in to receive recurring notifications or had texted a keyword to a long or toll-free number or shortcode to receive a one-time alert. There are various types of alerts a business can send. These include:

- » Discount offers and promotions
- » Delivery status
- » Product announcements
- » Inventory or sales status
- » Discount offers and promotions
- » Pre and post event information
- » 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 sweepstake 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."

Remember, you must comply with all federal, state, and carrier regulations when running a contest or sweepstakes.

Response Campaigns

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

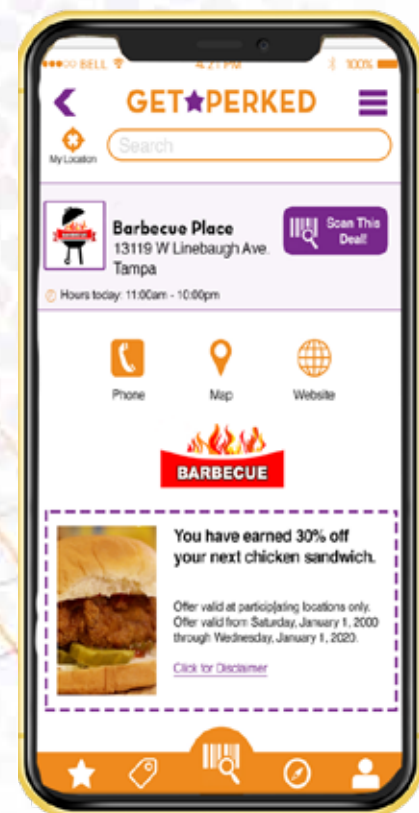
Mobile coupons are permission-based promotions or offers that can be accessed via a link to a mobile web page in an SMS message. Possible offers are:

- » 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)

Loyalty Programs

Heighten your loyalty members’ experience by making them feel special with personalized and timely messages based on their behaviors, interactions, points accrual, and more.

- » Points update
- » Early access to sales or events
- » Double points day



Select a Keyword

Keywords are the word that a consumer sends to a 10- digit or toll-free phone number

or shortcode to receive information back immediately. Keywords are used for mobile opt-in or one-time campaigns and should be easy for consumers to spell and remember. Opt-in campaigns offer mobile consumers the opportunity to text a keyword to join your recurring SMS program. One-time campaigns allow mobile subscribers to text a keyword to receive a one-time alert.

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:



Airports

- » Signage (interior and exterior)
- » Receipts
- » Print advertising

- » Radio and television ads
- » Website
- » Social media
- » Flight status digital boards

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



Text Obriens to 28766
to get pub coupons & info
on specials & upcoming
events.

Message and data rates may apply.

Consent isn't required to purchase
products/services.

Receive 4msgs/week

Reply Help for help.

Reply **STOP** to cancel.

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
- » Train staff
- » Shopping bags

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, quick response code scans, 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 engage 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 or 866.631.5773.