

Mobile Marketing How-to Guide

With over 258 million wireless lines in the U.S. alone, mobile marketing's potential for success has never been greater. But how do you get started and make the most of this high-impact marketing channel?

In the online marketing world, email is considered a medium with broad reach – everyone has an email address, and everyone receives marketing messages in their Inbox. But, did you realize that globally mobile texting has twice as many active users as email? Mobile texting – also known as short message service, or SMS – is an even broader reach vehicle for online marketers.

With over 258 million wireless lines in the U.S. alone, there is nothing but potential for marketers. By 2013, it is estimated that 100% of Americans will have a wireless device. And marketing to these devices is growing as well. In 2007, mobile marketing spending was estimated at \$1.8 billion, and mobile marketing revenues will grow to \$24 billion by 2013.

Mobile marketing is a legitimate and growing channel, and one you can harness quickly and easily.

This how-to guide will provide the information you need in order to develop, implement and optimize mobile marketing programs. The guide includes:

- Definitions of key mobile marketing terms
- Benefits of mobile marketing programs
- How to start a mobile marketing program – what you need, what you need to know and who can help

- How to integrate mobile marketing with other marketing programs
- How to track mobile marketing programs
- A bonus checklist – 10 Tips and Tricks for Mobile Marketing

Definition of key mobile marketing terms

Mobile marketing is simply the act of sending marketing messages to a mobile device. While this includes emails that may be read on smart phones, most mobile marketing focuses on text messages that are sent to phones that don't have email capability.

To help you get started with mobile marketing, here are the definitions of some key terms:

SMS

Most of us are familiar with SMS (short message service), but know it by its more common name, "texting". SMS is a method of sending a message from one wireless device to another, or from a computer to one or more mobile devices. SMS is most widely used for personal communications. But its use as a method for businesses to communicate with customers and prospects is growing.

The carriers who provide SMS service have worked with organizations like the Mobile Marketing Association and Interactive Advertising Bureau to set guidelines and best practices for SMS programs.

MMS

Multimedia message service (MMS) messages can contain images, slideshows, audio and/or video – in addition to text. While MMS messages are less popular because they are larger and harder to download than SMS messages, nearly all new phones with a color screen can send or receive MMS, with the notable exception of the iPhone.

Short Codes

Short codes are special telephone numbers -- significantly shorter than full telephone numbers -- which can also be used to send SMS and MMS messages from mobile phones or fixed phones. These codes are used as response devices for mobile marketing programs.

If short codes are customized, say to spell out an alpha word like “OFFER”, they are called vanity codes.

SMS gateway

SMS gateway is a service that transforms messages to mobile network traffic from other media – or from media to mobile networks -- allowing transmission or receipt of SMS messages without the use of a mobile phone.

Forwarding an e-mail message to a mobile device is an example how a gateway is used.

SMS gateway service provider

An SMS gateway service provider provides an SMS gateway to which its users may send SMS messages. This SMS gateway will then route the SMS messages to another SMS gateway in order to deliver a mobile message to the intended devices.

Benefits of Mobile Marketing Programs

Think about your target audience. No matter what product or service your company may offer, it's likely that the majority of your target audience is comprised of mobile device users. People keep their mobile devices with them 24/7, which means that you can reach your target audience any time, anywhere.

Also, SMS is more urgent than email – a typical text message is read within 15 minutes of receipt and responded to within 60 minutes. And unlike email, most mobile users don't feel like the messages they receive on their phones are spam.

The benefits of adding mobile marketing to your mix also include your ability to:

- **Reach your target audience no matter where they are**, because SMS can be sent to a customer any time and anywhere, rather than just when they are at their computer or TV. In most cases, mobile phone users have their phones with them virtually full-time and this expands the contact window considerably over other marketing methods.
- **Reach prospects and customers at the point in time that is most relevant to your offer**, particularly if you time your offers to when your customers are most likely to buy – for instance a coffee offer at commute time or a pizza offer during a big game.
- **Eliminate the spam clutter concerns**. Since such a high percentage of email is spam, many customers are now ignoring email messages. Less than 10% of mobile messages are spam and that means it's much more likely that your SMS message will be read.
- **Create a sense of urgency with your customers and prospects**. Mobile messages have very short shelf lives, but they get attention right away.

- **Encourage an interactive response from your target audience.** Because your customers are used to a give and take when they text for personal reasons, mobile marketing leverages this dynamic. Therefore campaigns like sweepstakes, voting and surveys are well-suited to mobile marketing.
- **Use mobile marketing for more personalized customer care.** Mobile marketing can replace other methods of communicating transactional information such as enrolling customers in rewards programs and encouraging them to access account information. This is particularly helpful if your product is one that is either travel or entertainment-related, or if your company provides up-to-date account balance information.

How to start a mobile marketing program

While the foundation of a mobile marketing program is similar to that of an email campaign, it's important to understand the differences and how mobile marketing itself works.

To kick off your program, you need to:

- **Completely develop the program objective, strategy and concept.** This includes thinking through how you'll gather opt-ins for your list to what you will be sending, how often and what your opt-in and opt-out processes will be.
- **Order any short codes needed for your program from an SMS gateway service provider.** Think of short codes as the response URLs for the mobile world. Be sure to order enough codes to support offer test cells, follow-up offers and responses.
- **Get carrier approval for the program.** Carrier approval is necessary before you can broadcast any mobile marketing messages. While it is possible to contact each carrier directly, it can be cumbersome for many marketers to develop the list of contacts and to follow-up individually. Many marketers use a mobile messaging service provider for this step.
- **Develop the promotion plan you will use to build your list.** Since mobile marketing is strictly opt-in, your company will not be able to purchase mobile phone number lists. (If you send messages to subscribers who have not opted in, you are acting against industry guidelines and you risk customer backlash and legal action.) Instead, you will need to build a plan to promote your offer through your Website, broadcast advertising, print advertising, postal mail, online and/or through email.
- **Develop your offer.** To incent a high opt-in rate, you need an offer that is particularly meaningful to your target audience. Mobile marketing offers have to be customer benefit-driven. The most popular mobile marketing offers are:
 - Text to win
 - Product promotion
 - Subscriptions
 - Coupons
 - Location and hours updates
 - Chat
 - Polls
 - Games
 - Surveys
 - Donations
- **Test your SMS message on various provider networks and prepare to deploy.** Again, this is often done by a mobile marketing service provider.

How to integrate mobile marketing with other marketing programs

Mobile marketing programs don't work in a standalone environment. Your mobile marketing programs must be communicated via other marketing channels, and mobile marketing is best used as part of an integrated marketing campaign.

There are numerous ways to integrate mobile marketing with other marketing programs and offers. Here are a few tried and true ideas:

- **Out of home marketing:** Billboards, transit and point-of-purchases displays (POP) are ideal mediums to use when building a mobile marketing program from scratch. Use these mediums to offer discounts and coupons in exchange for response, or ask customers to vote or to join or update their subscription to a list.
- **Broadcast marketing:** Promote your mobile marketing program on TV or in radio commercials as a method of response or as a way for customers to interact with our company.
- **On-package marketing:** Imprint a code on your product packaging as a way for your customers to enter a sweepstakes or to interact with the brand.
- **Promotions, sweepstakes and contests:** If you are marketing your product via special promotions, sweepstakes or contests, your mobile marketing program can be incorporated in the associated print advertising, broadcast spots and/or outbound telemarketing as a way to extend the reach of the offers.
- **Email marketing:** Promotion of your mobile marketing program can be especially effective via [email marketing](#), especially if you have an opportunity to share news or updates on content, upcoming Webinars or podcasts within your email messages.
- **In-Venue:** Mobile marketing can be promoted during a live event to generate fan interaction, info or trivia, future ticket sales, discounts on concessions, souvenirs or other items available on-site. You can also use mobile marketing to promote booth traffic or to generate response at a trade show, event or conference.
- **On your website:** Use a banner to promote special offers or exclusive content for mobile subscribers. The banner might appear on high traffic areas such as your homepage and again on your purchase confirmation page, for instance.

How to track mobile marketing programs

The “how-to” component of tracking mobile marketing is relatively easy. By setting up your program according to the instructions in this guide, you have already established all of the available data capture points that will be used to measure and analyze the effectiveness of your mobile marketing program.

While mobile marketing reporting is not as robust as email reporting, you can still gather important information that will help your company determine ROI and to drive decisions about future programs. These include:

- Number of messages delivered to the gateway
- Number of messages delivered to handsets (usually by carrier)
- Number of offers redeemed (in the case of coupons or others special offers)
- Response to campaigns
- Detailed response data for surveys
- Overall response by keyword or short code to track how your promotional media worked

Conclusion

Mobile marketing gives email and online marketers the ability to refresh and augment other marketing programs that may be hitting a plateau. Given the potential, no savvy marketer will want to pass up the opportunity to fold mobile marketing into the mix.

If your company has never used mobile marketing, the process of getting started can be intimidating - particularly when setting up short codes or getting carrier approval. Consider using a partner like Lyris. Our team can help you through the process and we will show you how to integrate mobile marketing into email and other campaigns.

Go to www.lyris.com/mobile to find out more and to get a demonstration of Lyris HQ Mobile.

About Lyris

Lyris, Inc. is the online marketing expert delivering the right mix of software technology and industry knowledge to help its customers simplify their marketing efforts and optimize campaign ROI. Through the delivery of the industry's first on-demand integrated marketing suite, Lyris HQ, and knowledge-sharing community, www.lyrishq.com, to secure and reliable on-premise solutions, including Lyris ListManager, Lyris provides customers the right tools to optimize the management, collaboration and execution of their online and mobile marketing initiatives. These sophisticated, yet easy-to-use tools provide marketers a suite of best-of-breed applications for managing email marketing campaigns, publishing and managing Web site content, creating landing pages, optimizing Web sites and search engine marketing. Lyris' solutions are available as software or as hosted applications and are used by agencies and more than 5,000 customers worldwide, from Fortune 500 corporations to fast growing startups.

To find out more about Lyris' products and services, please contact us at www.lyris.com.

Bonus Checklist – 10 Tips and Tricks for Mobile Marketing

Here are ten tips and tricks to incorporate into your mobile marketing programs to assure even greater success.

1. After subscribers participate in one program, ask them if they'd like to opt-in for future SMS messages. For instance, if they opted-in to your event update program, offer them incentives such as promotions or alerts. This will help you build an opt-in database to kick-start future programs.
2. If you use several types of media to promote your campaign, use a different keyword for each media type while keeping the message the same. For instance, you could use the keyword COOL for print, ICE for in-store displays, and FREEZE for in-venue promotions in one program. This will allow you to measure which medium was most successful by comparing the keyword results.
3. Boost campaign participation with incentives. Allow television viewers to vote on plot twists or reward subscribers with coupons, rebates, or prizes.
4. Offer incentives based on subscriber activity and preferences. If a subscriber shows interest in a particular team, artist, or product, offer them related promotions or content via SMS.
5. When creating bilingual campaigns, make it easy for non-English speakers to engage with you. For instance, rather than asking subscribers for their language preference in the text message, offer a different keyword for each language and state those keywords in the promotional material. The keyword will dictate which language, and hence which message flow, should be used when sending SMS messages to the subscriber. For example: "Text FREE to 45471. Envía GRATIS al 45471."
6. Buying a vanity code takes 6-8 weeks. If you need to launch a mobile marketing program quickly, buy a random short code rather than a vanity code. Or, borrow a short code from your mobile marketing provider until your vanity code is approved.
7. Provide a directory that allows subscribers to text the word HELP to get more information, particularly for more complex or feature-rich programs.
8. Don't think mobile marketing is just for consumer marketing; it can be used just as effectively in business-to-business marketing. Consider adding mobile alerts if you market to businesses – such as notices about upcoming Webinars or podcasts, or offers of on-site incentives to conference attendees.
9. Test all of your mobile marketing programs on a variety of mobile devices so you can troubleshoot any issues before you deploy to your opt-in list. For programs that use MMS, be sure to check how the message renders on the most common devices, or select a mobile marketing solution that automatically provides this service to you.
10. Most importantly, make sure you partner with the right company to execute your mobile marketing. A partner like Lyris can offer the support with carrier approval, program or campaign development and the metrics and analytics you need to make your mobile marketing program successful.

Go to www.lyris.com/mobile to find out more and to get a demonstration of Lyris HQ Mobile.