SMS: How the Workhorse of Mobile is Transforming CRM/Database Marketing and Store-Based Retail

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Mobile Marketer
Feb. 22, 2011
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It’s all about making the pieces work together!

Consumer Engagement

SMS/MMS

Mobile Web/Applications

Social Networking

Direct Mail

E-Mail
Got to start building a mobile opt-in database
But here’s the problem.....

You know their mobile number...

...but you don’t know anything about them.

It is difficult to tie mobile data into your CRM or other marketing databases.
You end up marketing to **phones numbers**... **not targeted consumers**.
Look Beyond the Mobile Number....

So you can.......
Right message, right person, right time
It’s all about making the Pieces work Together!

- SMS/MMS
- Mobile Web/Applications
- Direct Mail
- Social Networking
- E-Mail

Consumer Engagement
Integrate your Databases to Make the Pieces work Together!

- Demographic
- Behavioral
- Geographic
- Inferred
- DayPart

Consumer Engagement

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The Passive Has Become Interactive

Text "Roastburger" to ARBYS (27297)
Consumers See Value In Mobile Loyalty Clubs

- 35 percent are interested in joining a mobile loyalty club, but 80 percent say they have yet to be approached.

- 57 percent of above-mentioned consumers would be interested in opting in via online social networking application such as one through Facebook.

Source: Hip Cricket study
Social media in action
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Data Mining & Categories

Creation of Mobile Database
• Adding a double opt-in to your mobile campaigns is key to building a mobile database.
• Let users know how often they can expect to receive messages if they join the database and also let them know how to remove themselves from the database at anytime.

Data Mining
• Collect data but also analyze it. Look for patterns among your campaigns and use the information to strategize future campaigns.

Categories
• Segmenting your database allows for more targeted SMS re-marketing campaigns.

Reply YES to join the mobile club! Max 4 msg/month. Msg & Data Rates May Apply. Reply YES Now!

Thanks for joining the mobile club! Text STOP to remove yourself from mobile club anytime.
## Dos & Don’ts on Getting Started

### Dos

- Do determine mobile campaign strategy and goals before campaign begins
- Do designate a team or person to own your mobile program
- Do ensure campaign offer is relevant to the audience it is intended for
- Do be sure the offer is clearly communicated in both the text message and all advertisements

### Don’ts

- Don’t view mobile marketing as stand alone – find ways to incorporate it into an existing marketing plan
- Don’t communicate more than one marketing message in your text message or advertisements as it will cause confusion for the user
- Don’t send irrelevant marketing messages – only send messages of value to your target audience
What makes a great offer?

**Relevancy**
- Determine who your target audience is and give them a mobile offer they would want to receive
- Make sure your offer works for the mobile audience
- Make sure the offer is keeping with your brand consistency

**Message**
- Users need to know what they are getting and why in few words
- How you phrase your message also matters: It's easier to calculate “$2 off” than “10% off”

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**Domino’s Case Study**

**Challenge:** Dominos wanted to drive foot traffic to their locations and also build awareness on their new Legends pizza.

**Strategy:** Ping Mobile, in partnership with Cox Media, placed television spots on various cable networks with a mobile call to action to text LEGENDS to 74642. Viewers who texted in received a mobile coupon to show in store to get a free oven baked sandwich with the purchase of any new Legends pizza.

**Results:** In less than a few days, over 150 people texted in to receive the coupon and it drove almost 100 people into Dominos locations creating a 69% redemption rate.
Advertising & Text Message

Advertise, Advertise, Advertise
People can’t know about your campaign unless you tell them about it.

Media Channels
Only advertise on media channels that your target audience has access to.

Advertising Content
Advertisement should include what the offer is, the dates that it is live, any restrictions or limitation so that users are not in the dark.

Text Message
You only have 160 characters to say what you need to say. Use abbreviations to get your message across clearly and quickly.
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3 Types of Calls to Action

Text-4-Info

Text-2-Give

Text-2-Join

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How to Encourage Opt-Ins

Think QUID PRO QUO – and save your best for those that reciprocate

If you provide a service or utility, FOLLOW with an invitation.

Think ‘EXCLUSIVITY’ – not necessarily coupon or discount

Be realistic. If you don’t have a compelling rewards, PARTNER with someone who does.

Keys

SIMPLE
The ‘Call to Action' must be easy for the customer to understand and execute.

ECONOMICAL
Incorporate economy into the original Call to Action (Name, Email, Age, ZIP, ID, Favorite, etc.)
Which Offers Resonate via SMS and Why

**Time-Sensitive**
Both the 'Call to Action' and the SMS content should answer the question, "Why now?"

**Broad Appeal**
The larger the potential audience, the better. Also, MMS & WAP should not be required!

**Personal Relevance**
The consumer should be able to understand "Why me? Why my phone?"

**Personal Context**
Use a personal writing style that builds a sense of community - e.g. "We", "You", and "Us".

**Utility**
Incorporate a self-service or efficiency for both parties.
Which Marketers Get it Right

The ones that:

- Define a goal or objective
- Align the goal with P&L
- Evangelize the goal internally
- Integrate all their channels
- Track and measure ROI

How to get Started

**DON’T**  Position SMS as new or stand-alone

**DO**  Look for ways to leverage existing channels
Look for ways to enhance existing projects