Adding Mobile Marketing to your MarketFirst Campaign Mix

Tough economic times like this call for innovation

This generation of tech-savvy consumers wants close relationships with organizations that utilize the latest in multi-channel communications - Mobile Text, IM, Email, Social Networks, and Blogs.

You see mobile keyword technology all over TV and hear it on the radio every day. You see it advertised in magazines, newspapers, blogs, websites, and all over billboards. There's a reason why large corporations utilize mobile marketing – it WORKS! People text your custom mobile key to 69302 to join your mobile distribution list. Then an automated response is texted back to them with your customized welcome offer. Later, you can send them important text alerts, news, and promotions, resulting in huge and immediate response rates that you can't experience with email marketing alone.

It's time to get your business out of its economic slump by finding new ways to reach your customer base using your MarketFirst platform for personalized batch or triggered message creation and processing combined with an SMSC (small message service center) provider and optionally, with a Social Network solution provider. Email alone is OLD and clearly not effective anymore. Your audience is now flooded with emails all the time, and they go unread much like all of those direct mail pieces you throw away every single day. Don't your messages deserve instantaneous delivery, attention, and immediate response in this day and age of electronic distractions? Save time, agony, and money by learning to use an easy integrated service that can do it ALL.

Mobil Mobile marketing advantage

- Mobile devices are now ubiquitous
- All mobile phones support the use of SMS (small message service) messaging and consumers trust SMS technology
- 57% of mobile users text and that number is growing rapidly across all age groups
- Mobile marketing is extremely effective
    a. The very nature of mobile marketing makes it effective; consumers need to opt-in to receive marketing messages; they trust you as a messaging source and this makes them highly qualified sales prospects and more likely to respond to your message. Because your mobile marketing message is permission based, consumers are far more likely to read the message and therefore to respond. Most people read a SMS within 15 minutes of receiving and respond within 60 minutes - this is a very high response rate.
    b. Mobile marketing messages are sent instantaneously to consumer's most personal communication device, their mobile phones and in a non-intrusive manner, they can read it at their convenience.
- Mobile marketing is cost-effective and affordable
    a. This is one of the most cost-effective marketing mediums available with targeted mobile marketing campaigns. Mobile messaging radically reduces the production and distribution cost of marketing messages.
- How to build your mobile database
    a. Ensure your MarketFirst website has a mobile sign-up box as well as email ones. Capture mobile numbers and mobile opt in preferences

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    b. Advertise your new SMS service in print and radio mediums with either a link to you mobile registration page or a SMSC provider's custom mobile keys to build your mobile database.

    c. Offer a VIP service through SMS alerts with exclusive news.

    d. Competitions - run "text-to-win" competitions whereby customers reply to SMS questions. This mechanism can also be used for customer profiling.

- Mobile marketing is great for lead nurturing and added-value services
  - a. The benefits of using mobile marketing lead nurturing campaigns far outweigh the costs. Just some of the ways in which you can add value to your existing offering is to allow customers to SMS for after-hours assistance, to offer a SMS call-back service to cut time spent in phone queues and to offer a SMS service to deal with complaints. Notification alerts such as confirmations, appointment reminders and offer invaluable service to your customers.
- Allow customers to interact directly with your company through SMS polls on customer service or market research gives a strong basis for understanding customer needs better enhancing your ability to service your target market. Customers that have lapsed can also be lured back to using your services or products through special incentives offering via mobile.
- Build your integrated multi-media campaigns from a single marketing automation platform - MarketFirst

Mobile Marketing Uses:

We want you to have the most effective MarketFirst campaign possible, so we have put together some typical uses of mobile campaign

- Lead nurturing
- Special offers/promotions
- Win back with incentives
- Invitations
- Inbound mobile key number registration
- Replies/confirmations
- Appointment reminders
- Subscriber event notifications
- Alerts/Updates
- Off hours complaints
- News
- Include links drive to your web pages or provide map/location info
- Coupons
- Voting
- Customer satisfaction surveys

Like email, your MarketFirst campaigns can send bulk or trigger based personalized text messages.

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Pilot approach

Our pilot approach allows you to conduct a low cost/risk experiment:

Step 1: Objectives – Define your goal and audience (increase revenue, promote a product, boost traffic, etc)

Step 2: Strategy – Create a desirable offer or promotion that is relevant and engaging to consumers with an opt-in call to action on the mobile channel. Promote your mobile channel within your campaigns and registration pages.

Step 3: Implementation – Set up mobile messaging for MarketFirst and build out your pilot campaign. We will review your needs and budget for text messaging and select a SMSC gateway solution provider. Here are some of the questions you need to consider:

- What is your expected daily volume of messages to be sent ?
- Would you require bi-directional messaging service ?
- What is your expected average traffic (messages per minute) ?
- Do you require an interactive UI in addition to MarketFirst to send batch and triggered messages
- Finally, you should decide what are your contract preferences and/or expectations. Do you require additional channels for IM or social network postings.

Step 4: Analytics – Measure your results against marketing objectives and costs to determine return-on-investment.

Technology:

1. MarketFirst supports outbound and inbound messaging to and from an SMSC (small message service center) providers. *Note that inbound message processing requires programming to parse and process inbound messages - e.g. key word parsing – vote 123 or answer "yes" to have someone contact me.*
2. Like your email or web channel MarketFirst needs an SMS server called an SMSC (short message service center) to send and receive text messages through carriers to mobile devices.
3. Depending on your needs and budget SMSC gateways can be onsite solutions or service providers with open HTTP API's or able to process a text email.
4. SMS protocol and solutions have been around for more than 10 years. It uses a store and forward approach to deliver messages. If the device is off and messages will be delivered when the device is reachable or you can specify when the message should be deleted.
5. The main function of the gateway is message routing to carriers.
6. MarketFirst knows if this message was delivered for performance measurement.
7. Reply messages are delivered to MarketFirst's inbox where they can be parsed and update contact profiles for segmentation and workflow control.

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Sample SMSC gateway providers and pricing

There are a number of SMSC service providers offering a wide range of text services to mobile devices, IM, an social networks. The 2 listed below include only bi-directional text message processing.

1) http://www.eztexting.com/sms-services.html

   Pricing: 24-149/mo for 500-6,600 transactions plus set up fee and integration and testing.

2) http://www.cdyne.com

   Pricing: 7-9 cents/transaction – 1100 trans/mo =$100/mo

Carriers supported by most providers:

United States	Canada
Alltel*	Aliant Mobility*
Boost*	Bell Mobility*
AT&T*	Fido*
MetroPCS*	MTS Mobility*
Nextel*	NorthernTel
Sprint*	Mobility*
T-Mobile*	Rogers Wireless*
US Cellular*	SaskTel Mobility*
Verizon Wireless*	Telebec Mobilite*
Virgin Mobile US*	TELUS Mobility*
	Virgin Mobile
	Canada*

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