



Integrated Mobile Marketing 2

Beep beep. New message received.

Last week we offered an insight in the thinking behind Integrated Mobile Marketing. For the next few weeks we are going to look at the most common and one of the most effective tools in the marketers toolbox. SMS

An SMS sent to a mobile phone is usually read within 15 minutes. More often it is read immediately the phone beeps. For most of us we expect the message to come from any number of trusted sources, generally family, friends or work associates and while we probably don't consciously think about it, we do expect that information to be useful to us and possibly even to influence our decisions: 'Please pick up some milk on way home', 'Running 10 mins late', 'Plans for tonight?'

This means that as a marketer, if you can get your message right, then you are already in a far more powerful place than you would be with many other forms of traditional media. You have cut through all other distractions and now have the consumer's full attention (have you ever tried talking to someone when they receive a text message?).

The most important factor in determining whether your prospect will react positively, or will curse you under their breath, is the relevance to them. When people talk about receiving spam messages on their phone, they are not talking about messages being un-solicited, they are talking about messages not being relevant. At a later date we will look at how you can get your prospects to elect to receive your messages but for now we will have to assume a certain level of

commonsense in deciding who to target.

"Bobbi Brown member, you are invited to Central Private Sales Sep. 25-28th. Get free lip gloss palette and 'skincare to go' set on certain purchases"

This message, sent by cosmetics company Bobbi Brown, had a high success rate since they were communicating with people who had signed up to become Bobbi Brown members. Their members already knew the brand, knew the products and were expecting to be communicated with. In fact most members of any group are disappointed if they are not communicated with!

By looking at the demographic of their existing members, this company was also able to send out very targeted messages to non-members safe in the knowledge that there was a high likelihood of relevance.

One of the most interesting findings in having researched SMS campaigns over the past few years is the 'feel good factor' a well-delivered message can create. While we will look at this later in the context of Customer Relations Management, it leads to an interesting state known as 'fear of missing out'. Customers who receive regular SMS updates from companies become very reluctant to stop receiving them. Part of this is the relationship side of regular communication, part of it is the immediacy and timeliness associated with an SMS but one of the biggest factors is people's perception that they might miss out on something that will enhance their lives.

Of course this is only the case if your brand, product or service is relevant to the end user. A good understanding





of your ability to cut through all the noise in your prospect's life, get their attention and deliver your message to them on a device that they trust, (all the while putting them in a state where they do not want to miss out on your future communications) is incredibly powerful.

Next week we will look at SMS in the context of Direct Marketing and see how the best practices of the DM world can be magnified for even faster, more effective results in the mobile world.

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