



## Integrated Mobile Marketing 3

This week Direct Marketing gets really direct.

SMS marketing is the latest incarnation of Direct Marketing.

*"Direct marketing is getting your ad message direct to the customer, or prospect, to produce some type of immediate action"*

- Jim Kobs *Profitable Direct Marketing*

The key words there are 'direct' and 'action' and this is why SMS is proving to be such an effective tool. As we discussed last week, SMS has a unique ability to cut through the clutter of traditional advertising channels and engage your prospect straight away.

While it does not have the ability to show images of your product, nor does it provide you with the space to write lengthy descriptions it does have one exceptional strong point which is increasingly making people sit up and take notice.

The key measure of success in any Direct Marketing campaign is the action taken. Typically, this meant cutting out and posting back a coupon but SMS can make the process as easy as just hitting one button.

To paraphrase Fernando Guimarães of Marketing For Relationship Ltd in Brazil:

*"Relationships are built through communication... However to build and maintain them **convenience** is fundamental"*

It doesn't matter how good your offer is, if the effort required by the prospect

is too great, then it will fail. Successful campaigns use words which evoke feelings in the user, and couple that with an easy way to act.

Here are some useful questions to ask yourself when planning your mobile direct marketing campaign:

- Is your audience an existing customer or a new prospect?
- What are the characteristics of your database (or of one you are buying?)
- What are the emotional drivers in your message to the database?
- How can you create urgency in your message?
- What size group will you test the campaign on?
- What action do you want them to take? Visit a website? Call your helpdesk? Purchase something?

Where possible your message should be relevant and personalised. As we learnt last week the higher the relevance the greater the chance of success. Couple that with a personalised message and your chances of success are even higher.

Many clients do not already have the mobile numbers of their customers and this is something they need to start collecting right away. You can, of course, always buy databases. These are often not cheap, but remember: **Campaign Return on Investment** is your measure of success. Not price per message.

Finally, repetition is key! Winning sales people will try and close many times over. Ensure people don't just get a message from you once and then forget you. Just because you have seen your message a hundred times doesn't mean that your prospects have. You never know when your



message will suddenly take on a new relevance to someone.

Next week we will look at how to create messages of value that produce exceptional results.

-----

**Callum Laing** was one of the founders of Wizcom, a highly successful MVAS company in Europe. He is also the founder and Managing Director of Mobile Vision in Asia.

To sign up for free weekly marketing tips  
SMS the word 'tips' to 06 7777 850  
(Thailand Only)

To contact Callum directly please email  
[callum@mobilevisionasia.com](mailto:callum@mobilevisionasia.com)  
[www.mobilevisionasia.com](http://www.mobilevisionasia.com)

