



Integrated Mobile Marketing 4

Over the past few weeks we have looked at some of the reasons that the most prevalent of Mobile Marketing tools, SMS, is so effective. Today we are going to look at how you make your SMS marketing messages so compelling that people will sign up to receive them, and tell their friends.

Several years ago I was in a meeting with two gentlemen who simultaneously received a text message. They both read it, shared the joke and informed me that they were on the VIP list of a local nightclub. I remember asking them how I could get on to this list and determined to do so. Since doing that I have had many similar requests from people asking how they can get onto this VIP list. In reality the list is not that exclusive (after all they did finally let me on!) but just by sending regular messages to some of their customers they were able to create an air of exclusivity which had people clamouring to sign up. Is there anything your business could do to create the VIP effect?

The other inspired way of convincing seemingly sane and otherwise advertising wary people to sign up for your service is to provide a free branded service. One of the first proponents of this anywhere in the world is professional golf coach and Managing Director of GolfThink (www.golfthink.com), Kim Inglis:

"We decided to offer free SMS golf tips to anyone who was interested. Our objective was to establish our brand as a leading source of information for all things golf and to build a database of people who were interested in the subject"

The principle is very simple but incredibly effective. As expected, pretty much anyone with an interest in golf will sign up for a free tips service. The skill is to ensure that you are regularly sending relevant, informative, even entertaining messages, to your database. When done well people trust your brand. As one subscriber said:

"I always look forward to the messages. Even when they occasionally mention a special offer from GolfThink it doesn't feel like an advert, it feels like a tip from a trusted source"

And the result for Mr Inglis?

"Our business has grown 200% since launching this service"

In most marketplaces there are a seemingly endless array of subjects that people could be interested in. As you see from below Mobile Vision have adopted the concept with Marketing tips. What could your company offer? Beauty tips, health tips, motorsports, events etc.

There are 2 golden rules to remember with branded messages.

1. Make it as easy as possible for people to sign up and leave your list. The easiest and most secure way is to allow people to send a text in to sign up or leave.
2. You never know when your tip might spark an interest from your database so make sure you regularly include contact information for them to get back to you.

Of course there is a skill to writing these messages, how do you get a really useful message into just 160 characters? Next week we will explore





the copywriting skills required to not only compress your message but also to inspire people to take action!

Callum Laing has been running mobile marketing campaigns in Europe and Asia for the past 3 years. He is a regular speaker and writer on the subject.

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
www.mobilevisionasia.com

