

## Module 5 – How To Create Your Mobile Marketing Campaign

- Reports indicate an estimated 75 billion text messages sent around the world every month.
- SMS is still a powerful platform for communication amongst customers due to it being:
  - cost effective
  - able to generate instantaneous response
  - a result to lead generations for future sales

Mobile advertising is taking the marketing world by storm and is predicted to reach the US\$4 billion mark by 2015. Text messaging continues to be an effective method of connecting to consumers, although there are some issues regarding spamming that may affect the readiness of consumers to respond to this form of advertising. Yet, the 75 billion text messages sent around the world every month is still an indication that SMS is a powerful method of reaching out to your market - it is cost effective, can generate instantaneous response and can result to lead generation for future sales.

More than 80% of Americans never leave their homes without their mobile devices. There is a growing dependence on mobile phones as people use them not just for communication, but also for entertainment. Most people also use their internet-ready mobile phones as online directory places where they can find goods, services and events. Mobile phones are usually just an arm's length from their users, with most people even putting their devices right next to them while sleeping. People want to be in touch with other people anytime, anywhere.

And it is this growing trend that makes for many new opportunities for businesses that want to tap into the mobile phenomenon. Big companies are taking notice of

the power of mobile marketing and many of them are launching their own marketing programs to capitalize on this growing trend.

But even if you only own a small or medium-sized business and you plan on using mobile advertising, you can benefit more from this growing trend if you have a marketing plan in place. You need a blueprint that you can follow to launch and maintain a successful mobile site.



### **Focus On Your Goal - Drive Traffic To Your Mobile Site To Generate Sales**

Your primary questions to answer when designing your mobile ad campaign are:

- How can I get people to visit my site?
- How can I get them to pay attention to what I am offering?
- What products or services am I offering?
- How can I convert my traffic to sales?

These are basic questions that any online marketer, both mobile-based or those who are doing internet marketing using desktops or laptops, have to answer.

## How To Conceptualize Your Mobile Marketing Campaign

- Know your target market
- Decide on your ad purpose
- Choose your method of message delivery
- Design an ad that meets your purpose
- Track your campaign

Here are some basic steps that can help you conceptualize your mobile marketing campaign:

### **1. Know Your Target Market**

First, before you even think of ways to get traffic to your site, know who your target market is. What is the profile of the consumer you are trying to reach? What age group does he/she belong to? What are his/her spending habits?

Knowing the profile of your target market can help you design a specific ad campaign that can generate interest among that particular group of consumers. Do a demographic analysis of the people who are most likely to buy your product or your services.

### **2. Decide On Your Ad Purpose.**

Before you even start your mobile campaign, know your purpose first. Are you trying to increase your client base or are you trying to build brand awareness?

Perhaps you want to leverage the power of social media and you want to increase your followers. Or maybe you are just trying to collect mobile numbers of potential clients who are ready to receive your future ad promotions. As you define your goals, remember to aim for something which is:

S - pecific  
M - easurable  
A - chievable  
R - ealistic  
T - imely

It is essential to know your purpose, because that will be the driving force in designing your ad campaign.

### **3. Choose Your Method Of Message Delivery.**

Mobile marketing does not only involve sending out text messages on cell phones. It has evolved to include other methods of delivery such as MMS (multi-media services), bluetooth, mobile blogging or social media. Devise methods that can interconnect these mediums.

For example, you can create a mobile blog that allows your readers to share your content via mobile social networks. Twitter and Facebook both have their mobile versions that allow people to share content that they read on mobile sites with their friends and followers, which can easily result in viral messaging at a very fast rate.

### **4. Design An Ad That Meets Your Purpose.**

Make your mobile message relevant to your business. It is not enough to design an ad campaign that offers privileges or freebies to clients. At the same time that you are giving benefits to consumers, you should also think about how this campaign can help your business.

For example, if you are a restaurant owner, you can easily encourage repeated business by putting an online promo on your customers' receipts. Customers can text a message to a short coded number that will give them a promo code. They can then use this code for their next visit to your restaurant. This campaign benefits both the consumer and your business.

### **5. Track Your Campaign.**

Getting your mobile ad campaign up and running is just one part of the picture. The bigger task is to track how effective your campaign is in terms of how your leads convert to sales or to actions that you are aiming for.

Launching your first mobile marketing campaign may seem easy, but whether or not it will be a successful one is an entirely different story.

## Should You Hire a Mobile Marketing Agency?

- If there is urgency to penetrate the market and money to spend, hire a mobile marketing agency.
- But take note of these steps:
  - Consider your budget
  - Ensure your mobile marketing agency adheres to guidelines of the Mobile Marketing Association
  - Check if agency has a good page rank on search engines

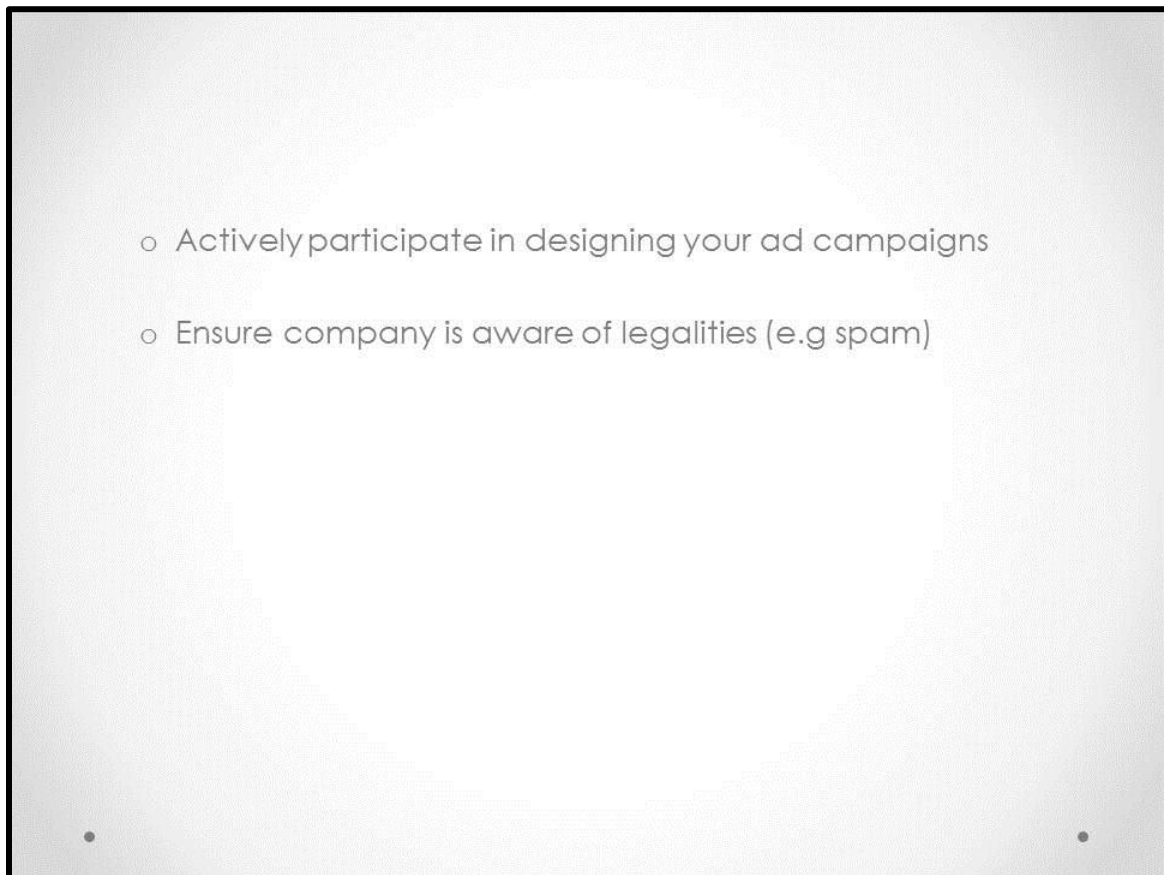
There are several mobile advertising agencies nowadays that specialize on delivering ad campaigns using mobile devices. Most of them offer the basic text message advertising, while others offer more advanced services such as voice ad campaigns, etc. Signing up with these companies may be a good business decision.

If your aim is to penetrate the mobile device users' market immediately and you have the money to spend for an ad campaign, it could be a smart move to hire one of these mobile marketing agencies. But if you're tight on the budget, you would have to manage with a do-it-yourself mobile ad campaign and perhaps hire a programmer to optimize your site for mobile use.

Regardless of what you decide to do – a DIY campaign or hire an ad campaign company, you still need to come up with a solid marketing plan that can help you reach your objectives.

If you do decide to hire a mobile marketing agency, here are a few things to remember:

- Consider your budget. Before you even consider outsourcing your mobile ad campaigns, get a few quotes from several mobile marketing agencies and compare prices. Know how much you would be willing to spend to launch an ad campaign. Although you may be tempted to engage companies which offer cheaper services, check the portfolio of the company you're hiring and make sure they have good client referrals before you hire them.
- Make sure that your marketing company adheres to the guidelines that set international policies on mobile marketing.
- A smart move will be to visit the ad marketing company's website and check if it has a good page rank on search engines. This is a sign that they are applying search engine optimization techniques on their own website, and are successful on their own ad campaigns.



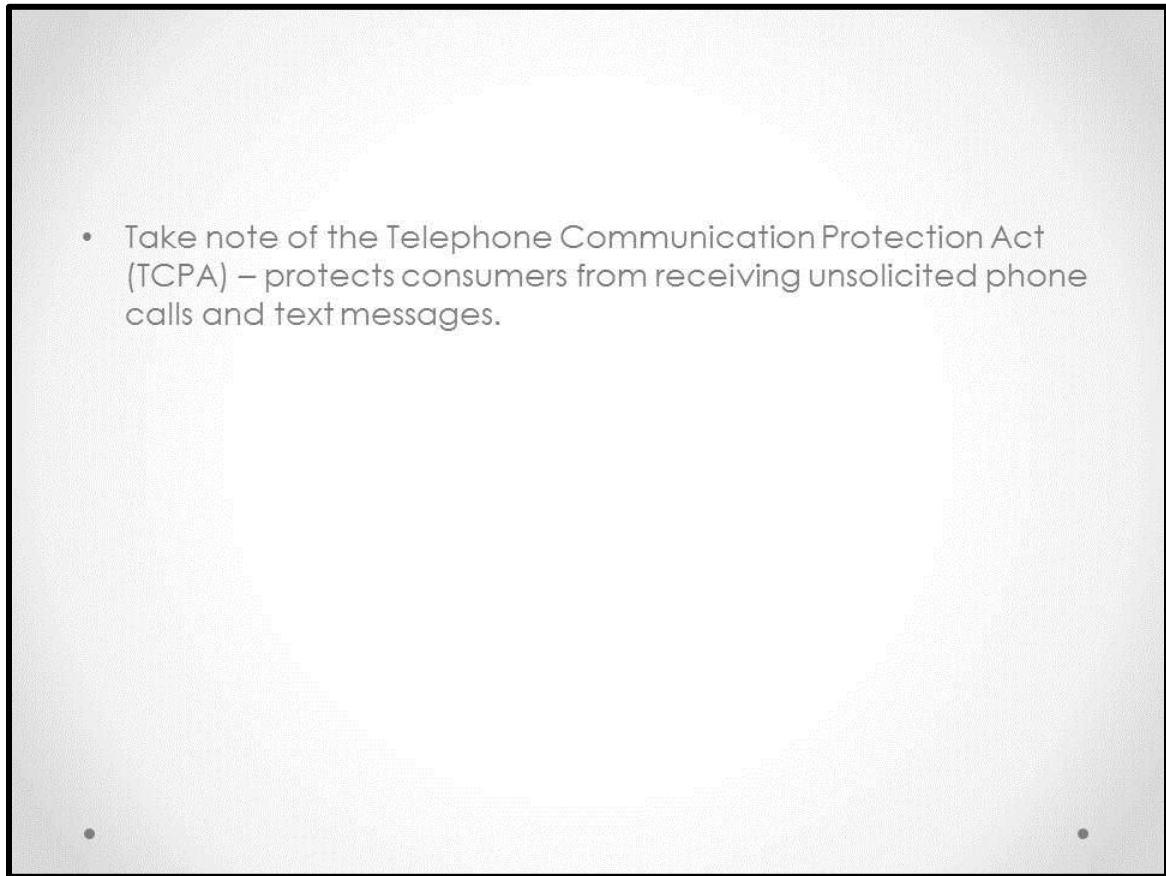
- Actively participate in designing your ad campaigns. Know your target market and the content that best appeals to them.
- Make sure the company you are about to hire is aware of legalities involved in mobile marketing, specifically those related to spams.

## A Brief Look On Legal Requirements

- Do not use a trademarked name of another company or another website.
- Know your legal rights and limitations regarding sending smses in bulk.
- Send messages only to mobile users who have expressed their willingness to receive your services.
- Do not misrepresent a deal offered through hidden costs or confusing messages.

When setting up your mobile campaign, remember:

- Do not use a trademarked name of another company or another website. Do not use a copyrighted name, brand or logo as this could lead to expensive legal battles in the future. Your site may be banned and at worse, you may have to pay a very large fine for copyright infringement.
- If you intend to send bulk SMS (text messages), know your legal rights and limitations. In the US, we have the CAN-SPAM Act which discourages online spamming. To comply with this act, if you are offering a product or service to your audience, you should have a return route for communication for your clients. This could be an email address, a physical address, or in the case of mobile users, a phone number that works.
- Send messages only to mobile users who have expressed their willingness to receive these messages, usually through opt-in features on your site. You should also provide an unsubscribe option on your messages so that the mobile user can opt-out anytime.
- Do not misrepresent a deal offered on your website through hidden costs or confusing messages.



- There is also the Telephone Communication Protection Act (TCPA) which protects consumers from receiving unsolicited phone calls and text messages. The law has stiff penalties for companies that send unsolicited text messages, so make sure you refrain from sending bulk SMS to people who have not opted-in to your promotions and offers.