“Finally… A Way To Reach Your Customers That Is Simple, Cost Effective And With Immediate Results!”

Mobile Marketing Outperforms Traditional Marketing With A 97% Open Rate And Real Time Delivery!

You will get the help you need from an expert outfit with 2,572 satisfied customers across Australia

“directSMS' customer service team have provided a high level of service and have been very responsive with all our support queries.”

Eliot Harper
Production Workflow
Marketing Manager
Fuji Xerox Australia

“directSMS customer service is very efficient. Whenever I have had to ask questions, I always got quick replies and they were very helpful”

Greg Gubiani
Service Express Manager
The Westin Melbourne

Mobile Marketing Starter Guide

Mobile Marketing Essentials For Australian Businesses

directSMS
where can SMS take you?

Why Mobile Marketing?

Traditional marketing has been about broadcasting your message to as many people as possible typically through mediums like TV, Radio, Newspapers adverts, leaflets and letter drops.

In Marketing speak that is what's called **"spray and pray"**. You spray your message as far and as wide as you can and then you pray that enough potential customers see it and take action.

Online marketing shuns this approach for a more targeted one. An approach which takes your offer and delivers it to the most receptive target audience, hopefully just as they are about to make a purchasing decision.

Mobile marketing takes this one step further allowing you to communicate with your customers at a much more intimate level, and at any time.

Unlike with typical online marketing methods such as Google AdWords or Email marketing, your customer does not need to be in front of their PC or searching for a solution in order to read your message and interact with you.

And just like online marketing, mobile marketing comes with a great deal of reporting and tracking so you can precisely measure the **Return On Investment** (ROI) of each and every campaign.

Some Interesting Facts

Here are some interesting facts collected by the Mobile Marketing Association [www.mmaglobal.com]:

- There are 6.8 billion people on the planet. 5.1 billion of them own a cell phone, but only 4.2 billion own a toothbrush. Yes… We had to read it twice too!
- There are 1.3 mobile phones for each person in Australia! And this is the case in many other countries.
- It takes 90 minutes for the average person to respond to an email but 90 seconds to respond to a text message.
- SMS coupons get **10 times** the redemption rate of traditional coupons. That's 10 times the business for such a small outlay!
- 91% of all U.S. citizens have their mobile device within reach 24/7.
- It takes 26 hours for the average person to report a lost wallet but just 68 minutes for them to report a lost phone.
- There are more mobile phones on the planet than there are TVs.

Australia On The Go

Ever since mobile phones became more affordable 20 years ago, their penetration into the Australian market has been exponential.

According to the Australian Communication and Media Authority's (ACMA) Annual Communications Report from 2011, there are 29.29 million mobile handsets in Australia. A 13% increase over 2010. That's roughly 1.3 mobile phones for every person in Australia!

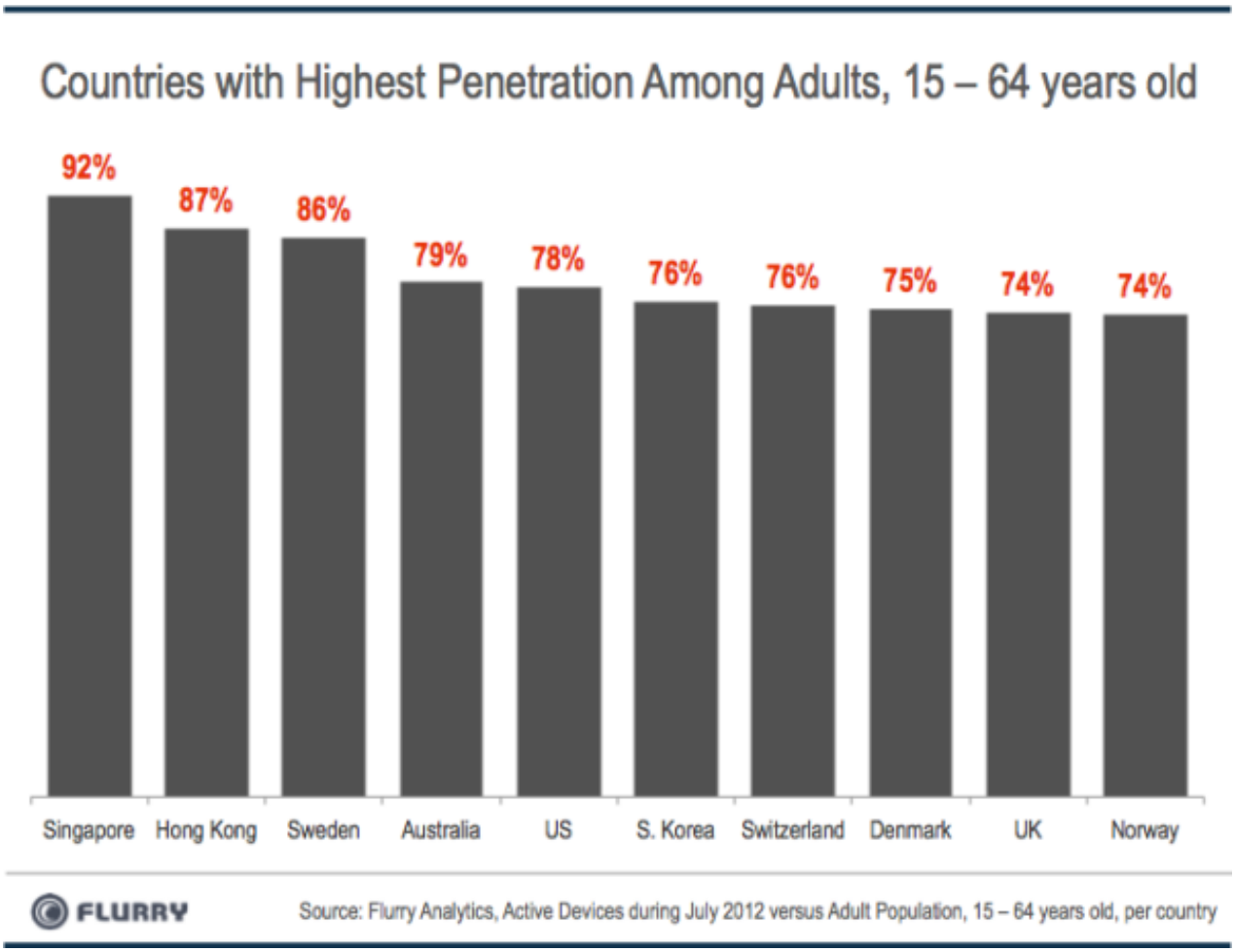
With the roll out of the 4G network, this will allow for greater forms of multimedia and even more interactive way to engage with your audiences any time, any where.

This gives mobile marketing a key advantage over other marketing mediums bringing it to the front while the others are slowly fading away.

Smart Phone Penetration

Flurry Analytics [www.flurry.com] estimate that **79% of 15-64 year olds in Australia own a smart phone**.

Australia is only eclipsed by Sweden, Hong Kong and Singapore for smart phone penetration.



Benefits of Mobile Marketing

Here are some key benefits as to why you would want to use mobile marketing over traditional marketing to get a far better investment return on your marketing dollar.

Feature	Mobile Marketing	Traditional Marketing
Open Rate	SMS has an open rate of 97%. On most handsets, you can't delete an SMS without first opening it	Email marketing has an average open rate of 20% and less for direct mail and other marketing mediums
Cost	Depending on volumes, the cost per SMS is 5 - 7 cents. More importantly, it only takes 5 minutes to send a mobile marketing message to thousands of people.	For direct mail, you are paying for postage and stationary as well as the labour for what can be quite a time consuming exercise to design and craft a brochure/pamphlet.
Delivery to Customer	The time required to go from conception to delivery of your marketing message can be a matter of minutes. If you have worked out your marketing campaign and copy, then you can send out your message instantly. Delivery of the SMS is in real time Generally speaking, your message will appear the same on just about all phones out there. Try doing that with email!	With both email and direct mail, much more thought needs to be given to the campaign from a design point of view. Not to mention that email is now heavily associated with spam. And you have to craft a HTML and a Text version of each email. With direct mail, there is the time required to print and post your material which could run into days if not weeks
Accessibility by Customer	Everyone carries their mobile phone with them ALL THE TIME, so you know that your marketing message will be viewed instantly.	Whether email or direct mail, it requires that your customer be in front of their computer or letterbox to read your marketing message.

	If your call to action is to call you or view something on your website, the vast majority of people can now do this directly from their mobile phone as soon as they get your message.	If your call to action is to call you, then they need to use another device which may lead to a loss of conversion if not acted on immediately
Measuring Campaign Performance	With mobile marketing and a limited number of email marketing platforms, you can accurately measure open rate, conversion rate, opt in rate and opt out rate… To name a few ROI measures.	With traditional marketing, you can include a "Promo code" or similar and have your team ask for the promo code when a customer calls, but that is a manual process and requires accurate recording
Ease of Spam Compliance	Mobile marketing and email marketing platforms provide an easy and automated way of handling opt outs and spam compliance	With non-electronic forms of marketing, this requires a very manual and time consuming process to facilitate opt outs
Interaction and Multimedia	Email and mobile campaigns can be multimedia enabled quite readily with the addition of map links, hyperlinks to your or other websites or online videos . **SMS is no longer limited to 160 characters** thanks to the growing penetration of Smart Phones. You can add links back to your website and keep customers engaged for longer. Mobile campaigns have the advantage of allowing prospects to call you directly after reading your message, making mobile campaigns just perfect for "**Just In Time**" marketing campaigns.	More traditional marketing mediums cannot provide the same multimedia or interactive experience that mobile or email campaigns. Ultimately, you can ask customers to go to special website, call a number or similar which means they often need to change devices or similar thus introducing a disincentive for them to act.

Is It Right For Your Business?

Mobile marketing is all about the "customer journey". You must understand where and how your customers will be consuming your message.

You need to take into consideration your customers' time and their activities throughout the day. For example, a customer most likely to be at home when you message them will engage differently with an SMS campaign compared to a consumer who is at work with little downtime throughout the day.

Being in tune with your customers will determine the best strategy to use.

Marketing 101 – What Key Things Do I Need To Know For A Successful Marketing Campaign?

There are a few questions you need to ask yourself to be able to understand your customer and to give them what it is they need in a way where they will take immediate action.

1. How do you stand out from your competition?

What is it about your product or service that makes your customers choose you over your competition?

There will be something that makes you stand out from your competition. This is called your **Unique Selling Proposition (USP)**.

Do you provide a unique product or service that no one else can? Have you been awarded multiple customer service awards in your industry?

Without a USP, you are competing against the other businesses in your sector based on price alone and your product or service ends up become a commodity instead of a differentiated product or service.

Customers are faced with many options these days. Your campaign needs to articulate vey clearly why they should buy from you and not your competition.

2. What is it that your customers REALLY want?

Your campaign needs to sell the benefits of what you're asking your customers to buy. To do this, you need to always think from your customer's point of view.

A. Understand Their Pain Points

Understanding your customers' **"pain points"** will help you craft a campaign to address their issues. Are they looking for a solution to save time? Are they looking for a product that will help them do a specific task?

Marketing is about empathising with your customers and helping them identify what it is they desire, or what problem they need solving and that you can provide the solution needed.

B. What's In It For Me?

As well as making your message relevant to your customers, you need to ensure your offer passes the **"What's In It For Me"** (WIIFM) test. While they have a problem that needs solving, you also need to make your offer is compelling enough in order for them to take action.

C. Make It Really Easy For Them To Take The Next Step

The last part of your marketing message should always be your **Call To Action** – the process they need to follow to buy your product or service. You want to make this as easy as possible for them.

You do this by removing as many of the barriers or objections they might be faced with when buying your product or service – Think of how easy Apple makes it for you to buy applications from their App store using an iPhone or an iPad.

Give customers clear instructions on exactly what they need to do. If the call to action is ambiguous your customers are far less likely to take action.

Some Simple Rules To Follow

A few things to remember with any mobile marketing campaign:

1. Don't try to use mobile with a campaign designed for another medium
2. Don't use mobile marketing for pure "branding". You're wasting the customer's time
3. Deliver the consumer a real benefit or value
4. Think about frequency of engagement and follow up. Don't bombard people needlessly
5. Test and measure. The more information you collect. The better your decisions will be

OK... Where Do I start?

Step 1 – Your Database

One of the most valuable yet underutilised assets of a business is your customer database. Given that a large percentage of revenue for most businesses comes from repeat business, it makes sense to properly utilise this asset to grow your business.

You pay good money to obtain your customers, whether through marketing or advertising and its certainly costs you less money and time to sell to an existing customer than it does to sell to a new one. Why not retain that upfront investment by keeping your database up to date?

Also if you are able to build a database of prospects, (future potential customers), along side your customer database, this will give you a chance to build a relationship with your future buyers. This is a great strategy to keep your pipeline of future potential buyers flowing, which can prove to be quite vital when leading into uncertain economic times.

What if I don't have a customer database?

You can start building one fairly quickly and easily. You can start with your existing customers (even if you obtain their details from your billing system and other sources). You can also start building a list of prospects along side this with some marketing strategies listed below.

So in the meantime, how can you build your database of prospects/customers? Here are some quick ideas:

- Whenever a customer or prospect calls ask if they would like to be on your list for promotions/specials, etc.
- Have an opt-in form on your website to subscribe to your newsletter
- Whenever anyone visits your business, ask them to join your list
- You can ask companies you work with that aren't direct competitors to send out a newsletter promoting your product or service and you doing the same in return. Ensure you can capture the end prospect's details
- Run a competition or a giveaway
- Offer a trial of your product or service

This should give you some idea as to where to start. However you can always speak to one of our mobile marketing specialists who can help you tailor a more appropriate plan for your business.

Now that you have your database, it's time to look at some mobile marketing campaign ideas.

SMS With No Character Limits!

In the days of feature phones (non smart phones), your mobile strategy would have been limited to sending text messages only.

Typically you had to keep your message to 160 characters or less which is super frustrating when you factor in all of the required elements (opt-out messages, identification, etc.), there isn't much room left to get your point across.

With the growing ubiquity of smart phones, you are no longer limited to just text messaging. **79% of 15-64 year olds in Australia own a smart phone**.

By supplementing the message text in your SMS with a **shortened URL**, you can direct your customers to a mobile website that has NO character limits!

Now you can include pictures, links, maps and anything else to enhance your message in a way that simply wasn't possible before.

Some Mobile Marketing Campaign Ideas

Here are some factors you need to keep in mind with your mobile marketing campaign:

- The psychology of marketing is either to remove pain (solve a problem) or provide pleasure (add to customer's quality of life). These perspectives should be the underlying theme of all your marketing copy
- Having a big database of customers is great. But you don't want to over do the number of times you market to them that it annoys them and they end up opting out. To address this, you can split your database up in to a number of groups and market to each group in a round robin fashion. So if you have 50,000 contacts (good problem to have), then break it up into groups of 10,000 and run your campaigns in a round robin fashion across those 5 groups
- Factor in your customer's perspective "What's In It For Me?" – You can do this quite easily by giving them something that is of great benefit to them, but is of little or no cost to you. For example, offer them free drinks or a special gift that you can source quite cheaply
- Create a sense of urgency in your marketing by putting an expiry or limited time window with all your offers. This will compel your customers to take action or miss out
- Always have a clear and concise "call to action". You would be surprised what a lack of clear instructions can do to conversion rate (e.g. Show this SMS when you first arrive to receive your free drink, etc.)
- As with all forms of marketing, you need to have a way of measuring your "Return On Investment (ROI)". Some marketing dollars work harder than others

Now let's look at some specific campaigns ideas you could run with.

Sale Or Promotion Campaign

Whether you have a showroom, shop front or restaurant, this campaign is targeted at increasing foot traffic into your business.

Given that this type of marketing campaign is a common occurrence you will need a compelling enough offer for them to come to your business and take action.

A well-timed coupon campaigns is one of the most effective ways of increasing the effectiveness of your "sale" and at the same time provides a great opportunity to track the effectiveness of the

campaign. Best of all, if the offer is compelling enough, your customers will forward it to their friends and the campaign will go viral.

Keeping in mind the ideas discussed above, here are some examples of ad copy for your mobile marketing campaign for a few different industries:

For a steakhouse style restaurant:

"Satisfy your tastebuds with Uncle Joe's signature Pork Spare Ribs. Present this SMS to get a FREE Beer with your Pork Spare Ribs Meal. This weekend only"

For a car dealership:

Hurry in to our Red Hot 4 Day Sale which means HUGE savings + $500 free extras on Holden, Ford and Honda at Joe's Motors Brighton. Sale Ends Sunday

For a retail outlet:

70% OFF ALL WINTER STOCK at the XYZ Fashion. Last chance! In city store only. Sale ends this Sunday

OR

15% off everything for one week only at XYZ Fashion. Starts today! See you in our city store, or enter promo code: 1WEEK online at m.xyz.com.au to buy online

"Happy Birthday" Campaign

If you have your customer's birthday details, then this gives you an opportunity to wish them a happy birthday and send them an offer on their special day. Also if you have captured their first name, then you can include the first name in your message (using our name fields with our online address book) to have a message like:

"Hi *Sarah*, we hear that it's your birthday today. Celebrate it with us at Uncle Joe's where we will give your main meal for FREE when you show this SMS to our staff on your birthday!"

In this example, your offer is to the birthday person, but no one is going to celebrate their birthday on their own, so you know they will be bringing company meaning additional paying customers for your establishment that day.

You can apply this same idea to other holidays and events, for example mothers day or fathers day. Give Mum or Dad a free meal knowing they wont be eating alone.

Viral Marketing Campaign

Viral marketing is where your original marketing message gets passed on to the recipient's friends or family and they pass it on extending to a much larger network and audience than your original

audience. Doing so expands your reach to potential new customers in marketing your product or service.

There are a couple of approaches you can take with viral marketing. The first way is to ask your customers to forward this SMS to their friends so they can get the deal too.

For example, send out an offer to your current customer base and ask them to forward it to their friends who will receive the same offer.

When people come to redeem the offer, you can add all new “viral” customers to your database.

This process can be done manually when people show up at your door. Or can be automated through your website by asking for the contact details of the person trying to redeem the offer.

Another very effective way is to have an ongoing viral marketing campaign using a service like our Inbound SMS number (http://www.directsms.com.au/inbound-sms).

This utilises what looks like a normal mobile phone number that you can advertise in your regular marketing material. When customers send SMS messages to this number, they are automatically added into your database on our system.

The other thing you can do with an inbound SMS number, is set up an automated response. So what you could do to capture people that are at your business and not yet in your database, is to say SMS this number and we will send you an SMS voucher to get a Free drink with your meal. They will get their drink and you have another contact in your database.

You may want to use a combination of both as apart of your marketing mix.

Other Things To Remember

ALWAYS TEST AND MEASURE - This is essential! What you may think your customers want or find appealing may not necessarily be what your customers actually want.

So once you have got the ball rolling with a couple of campaigns under your belt, you can split test offers, headlines, time of week and so on and measure the results. The easiest way to measure the success of a marketing campaign is to use promo codes or something that identifies a particular campaign or marketing message. This type of testing and feedback in the long run will substantially improve your conversion rate.

You cannot improve if you do not have any quantifiable data to compare from your different campaigns.

Some ROI Figures

Due to the small sums involved in developing and executing most Mobile Marketing campaign, **ROIs (Return On Investment) of 2,000% or more are not unheard of**.

A quick example:

Jo @ *** Fashion invested $350 in an SMS Coupon style campaign to *** Fashion's 5,000 VIP customers.

The message contained a coupon which customers can redeem in store or online to get a 25% discount on their purchases.

Jo was able to track the response of this coupon campaign and discovered that *** Fashion made $23,140 worth of sales to 96 VIP customers.

A campaign ROI of 6,611%

There is no reason why you can't achieve similar results.

Your Campaigns And The SPAM Act

In Australia, when it comes to marketing, you must ensure you are SPAM complaint as covered in **The Spam Act 2003**. As a guideline, there are three key rules that make be observed that are covered in the acronym CIU, which include:

Consent – Always ensure they have opted in to your database

Identify – In any marketing communication, always ensure you identify yourself or your business

Unsubscribe – Again with any marketing communication, to be SPAM compliant, you must give the recipient the ability to opt out of any future marketing. With mobile marketing, this is really simple to do. Your mobile marketing specialist can go into this in more detail, essentially you send your SMS as a two-way SMS (so they can reply) and include at the end of your SMS message "to opt out reply stop". If the customer ever replies with STOP or UNSUBSCRIBE, directSMS' systems will remove them from your marketing lists forever.

How Do I Get Started?

Call us now on 1300 724 387 and book a time to get your **FREE** no obligation 1 hour consultation with one of our mobile marketing specialists. We will give you plenty of ideas and tell you what we've seen achieve real world results.

Take Action Now. Don't Let Your Competitors Get Ahead Of You