

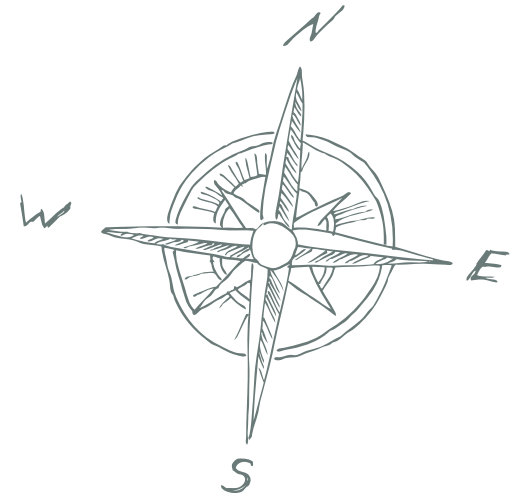
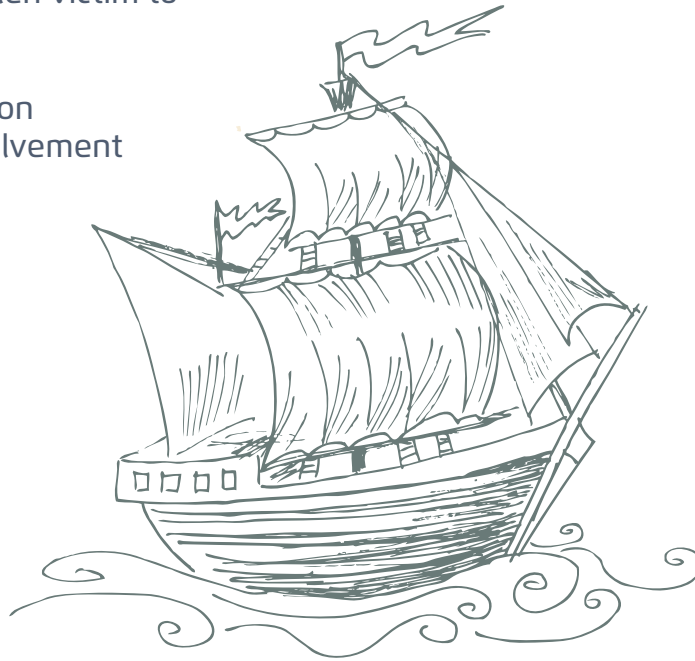
# 6 MYTHS OF MOBILE MARKETING

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## *Exposing the truth about Mobile Marketing*

So the world of mobile marketing is full of hot air and flatulence. As with all new technology, mobile marketing has fallen victim to any number of myths and outright bullshittery.

So this e-book will highlight a few of the most common fabrications so you'll be better armed to get you involvement in mobile right.



# MYTH 1. *What I really need is an app to kick start my Mobile Marketing*

No you don't. You really don't. BlackBerry revealed that 99% of apps get used just once. This astonishing fact means that the overwhelming majority of apps out there are completely pointless. The most pointless ones are those that are developed by big brands that more about ego stroking rather than delivering measurable results.

Unless your app is genuinely giving something useful or entertaining, then it risks being a liability rather than an asset. An app is often developed as a knee-jerk reaction to not having a properly thought through strategy. So the low-tech SMS is a far more sensible starting point than the funky new stuff.

So rather than having to spend a fortune and waste countless days pondering what your app might do, you could **set up free account** and start to use a business SMS service to communicate with your prospects, customers and staff more effectively.



## MYTH 2. *I can expect response rates of 20 -30% using SMS marketing*



Expectations of what mobile marketing can achieve are frequently laughably overstated. While there's no doubt that mobile marketing enjoys by far and away the highest delivery, read and response rates, it's a good idea to keep your feet on the ground when it comes to predicting ROI on a campaign.

Essentially SMS is just another communication channel but it can't transform a poor campaign into a good one. If a direct mailing piece completely bombed and generated zero response, then sending the same offer by text is highly unlikely to prove a resounding success.

People can tend to get carried away by the use of a new technology. The thinking is that because they've never used SMS marketing before,

it's inevitably going to produce amazing results. Set the bar too high and you end up being hugely disappointed.

The trick is to think like a consumer and be cynical. Why would I respond to this text? What's in it for me? Could your customers see your message as spam? What would you think if you received a similar text from a different company?

If you get the offer and tone right though, SMS marketing outstrips all other direct marketing channels hands down. In terms of response you can expect a maximum of about 8%, which beats mail by a factor of 5 and email by 100.



# MYTH 3. *My customers and prospects have not expressly opted in to receiving texts from my company. It's therefore illegal to send them texts*

Incorrect I'm delighted to say. If you have collected a customer or prospect's mobile number as part of your discussions, or they are an existing customer, then you're entitled to send them a text.

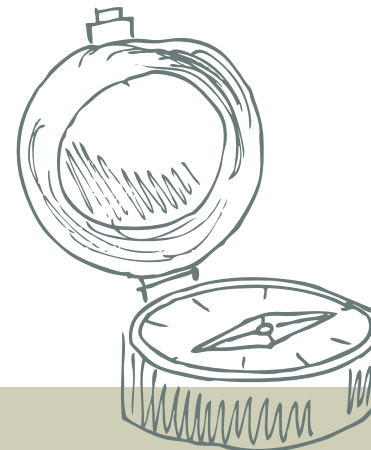
Here is chapter and verse from the Information Commissioner's Office.

*"You must not contact individuals without their prior consent UNLESS you have obtained their details in the course of a sale or negotiations of a sale, you only contact them about your own similar products or services and you give them the opportunity to opt out of receiving further marketing messages each time."*

All Text Marketer customers can use [the free unsubscribe tool](#) in their accounts ensuring that their SMS marketing campaigns stay the right side of the law. Each and every Text Marketer account is issued with

a four letter unsubscribe code. If someone texts this code to 88802, they will automatically join the stop list. You are then unable to send texts to people on the stop list even if you try. It's a failsafe system that means you can't send a text to someone by mistake, who doesn't want to receive anything from you.

So thankfully the rules of engagement for SMS marketing are pretty logical and straightforward. If you have someone's number because they gave it to you, then you can send them a text, as long as you give them the chance to get the hell off your list.



## MYTH 4. *Mobile marketing... sounds on trend: I'm going to need a large budget*



One of the delights of mobile marketing is that you can get the ball rolling on a ludicrously small budget. So just how small is entirely up to you. There are no set up costs, contract terms or monthly fees to worry about and with no minimum text credit order, you can simply buy what you need for your first SMS campaign. So there's no need to get horribly bogged down in budget meetings or go to the financial director with a begging bowl.

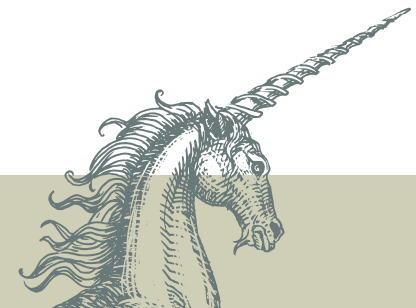
You really can get going with just a few pounds and you'll be up and running in a few moments. So if you haven't yet discovered what the mobile can do for you, then it's not too late to get started.

Firstly, get yourself a [free mobile marketing account](#), it'll take 2 minutes. If you're wondering what your first campaign might be about,

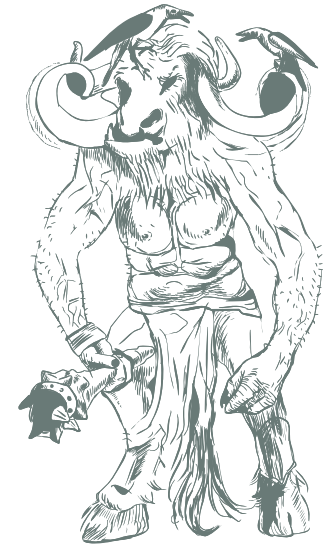
visit our [Inspiration Zone](#). It's packed full of ideas and advice. There are 2 very useful resources that I would draw to your attention.

The first is a short mobile marketing eBook called [The Seven Deadly Sins of Mobile Marketing](#). It'll help you avoid some of the most common and obvious pitfalls that could easily derail your campaigns. It's short and lightweight and will only take a few moments to run through.

The second resource is our [Message Depot](#). This is designed to give you ideas on how to word your mobile marketing campaigns and may even give you a steer on what sort of offer to put out there.



## MYTH 5. *Only younger people are likely to respond to SMS marketing*



That may certainly have been the case in 1997, but now the use of SMS has genuinely spread right across the age bands. Younger folk remain the heaviest texters with the average 16 – 24 year old sending over 10 texts a day. But the oldies are catching up, with SMS becoming the communication channel of choice for many.

The journey that SMS has taken, from being a niche service to being the most popular way of staying in touch, is quite extraordinary. No one would have predicted that such a clunky and limited tool could have such popularity and dogged staying power.

James Thickett, Ofcom's Director of Research, said: "When texting was first conceived many saw it as nothing more than a niche service. But texts have now surpassed traditional phone calls and meeting face to face as the most frequent way of keeping in touch for UK adults, revolutionising the way we socialise, work and network."

Amazingly people in the UK sent an average of 200 SMS and MMS messages per month in 2011. The average number of text and picture messages sent per UK inhabitant continued to increase in 2011, growing by 17% to 200 messages per month.



## MYTH 6. *SMS Marketing will be a flash in the pan, Let's sit this one out.*



We are persistently bewildered by how few companies are using SMS in any meaningful way. Our estimate is that about 30% have an ongoing SMS marketing strategy. There seems to be a resistance in some quarters to accept the reality that SMS is massive and it's here to stay.

It's horribly clunky, basic and restrictive but those who are holding out for a more dynamic and exciting alternative will have a long wait. You see the thing is that SMS has got under our skin and we're reluctant or too lazy to give it up. There are perfectly credible alternatives to SMS out there at the moment such as iMessage, WhatsApp and BBM. Even Skype with its massive take-up has barely made a dent in the dominance of SMS. The main issue with instant messaging apps is

that you have to download them and then convince everyone you know to download the same one and start using it. Free and flexible they maybe but unless everyone starts using the same one they will remain somewhat impractical.

*The killer USP for SMS is that every handset on the globe can send and receive texts.*

So if you were hoping that SMS might quietly die, I'm afraid it's looking highly unlikely. Those companies that have been stubbornly holding off, would do well to dive in. SMS marketing isn't complicated or expensive and the benefits are very tangible.





# USEFUL LINKS

*All the help and information you could need*

Lacking ideas or time to kill? Visit our Inspiration Zone, packed with insights and mobile marketing gems.

<http://www.textmarketer.co.uk/inspiration/>

Avoid falling flat on your face. Read our punchy ebook, The Seven Deadly Sins of Mobile Marketing

[http://www.textmarketer.co.uk/pdfbooks/Seven\\_Deadly\\_sins\\_v2.pdf](http://www.textmarketer.co.uk/pdfbooks/Seven_Deadly_sins_v2.pdf)

Trumpet blowing of a most immodest nature. Kind customers say nice things.

<http://www.textmarketer.co.uk/testimonials>



# FOUND THIS USEFUL?

*Do your good deed for the day!*

If you have found this ebook vaguely useful or interesting then why not return the favour, and share it!

If you could be so kind to tweet it, like it, share it, post it, whatever is your social media preference we would be very grateful! This makes us happy and means we will create more useful and interesting content for you!



# ABOUT TEXT MARKETER LTD

We're a provider of business sms services. We aim to give our customers the best sms tools at the lowest possible price. We help companies get up and running with their mobile marketing and always have a view on the best way forward.

Over 110 marketing agencies have used us to help develop ideas for their clients.

We've been around since 1999 and have picked up some useful experience along the way.

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