
Five reasons why your mobile marketing strategy stinks



1. You haven't really got a mobile marketing strategy

The vast majority of UK companies don't really get involved in mobile marketing in any meaningful way.



We estimate that around

TWO THIRDS

of companies remain stubbornly in denial of the meteoric rise of the mobile phone and all its wonders and frustrations.



The mobile has genuinely changed the way that we all interact and communicate and now accounts for an ever increasing slice of digital spend.

Mobile spend will

DOUBLE

in the next 12 months.

(Source – Conlumino)



Stan from Velocity Partners puts it very well....

“Mobile is the juggernaut that we’re all trying very hard to pretend we don’t see.”



Enough of the ranting, the simple point to make is that... most companies

**DON'T
DO
MOBILE.**

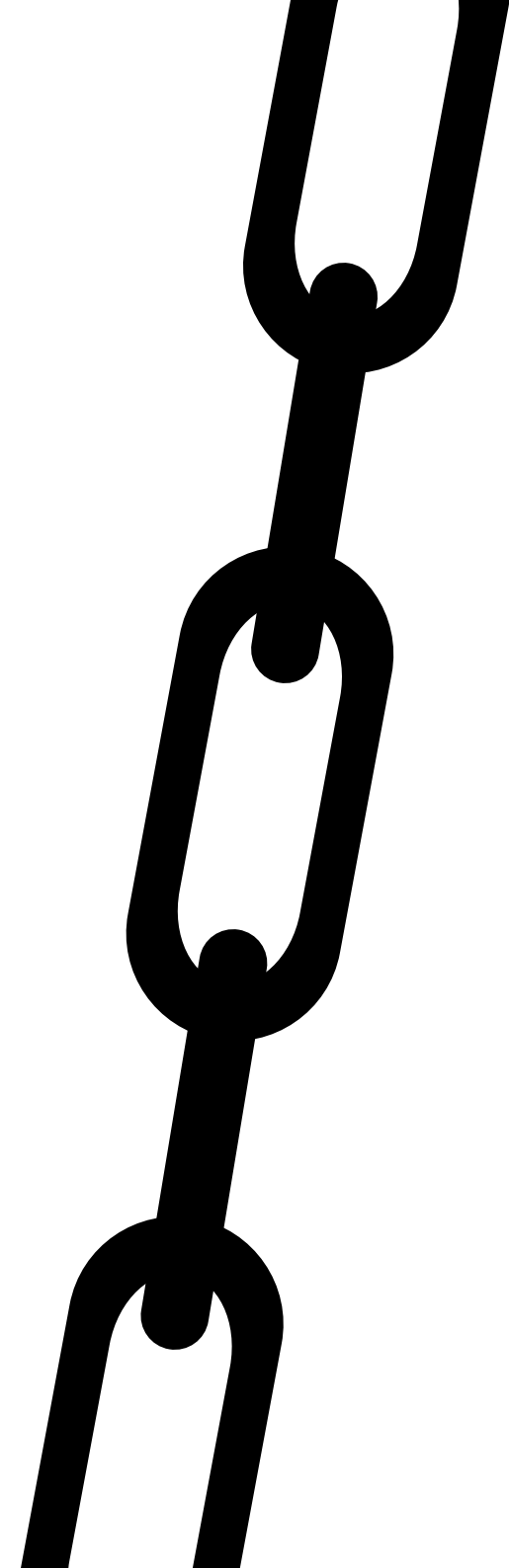


2. It's not joined up

Companies mainly see it as an add-on, a kind of optional extra to their main marketing stuff.

OVER 95%

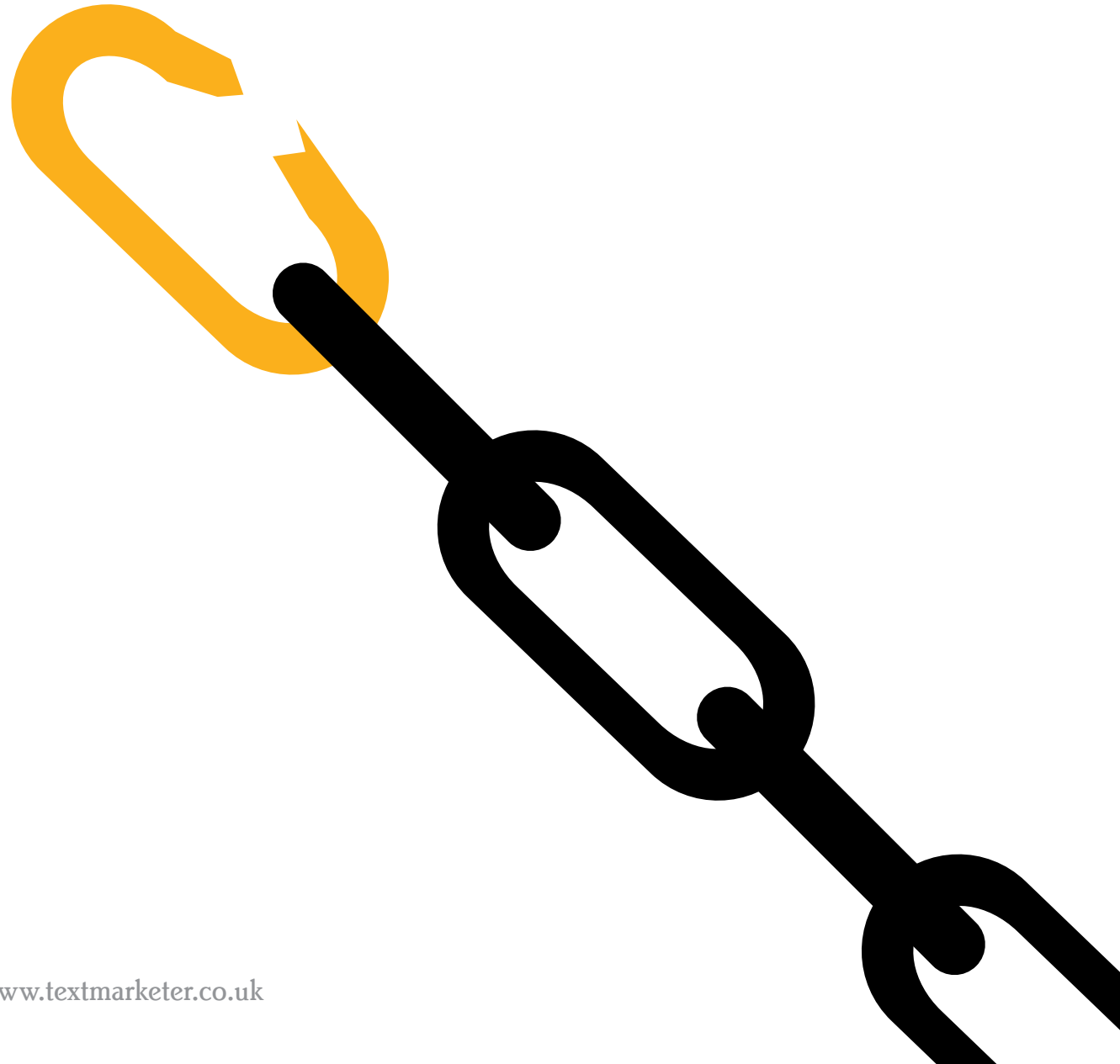
of marketing bulk SMS campaigns do not contain a link to a mobile optimised website.



Even worse, of those that do send a text containing a link,

72%

of companies include a URL taking the user to a non-mobile optimised site.

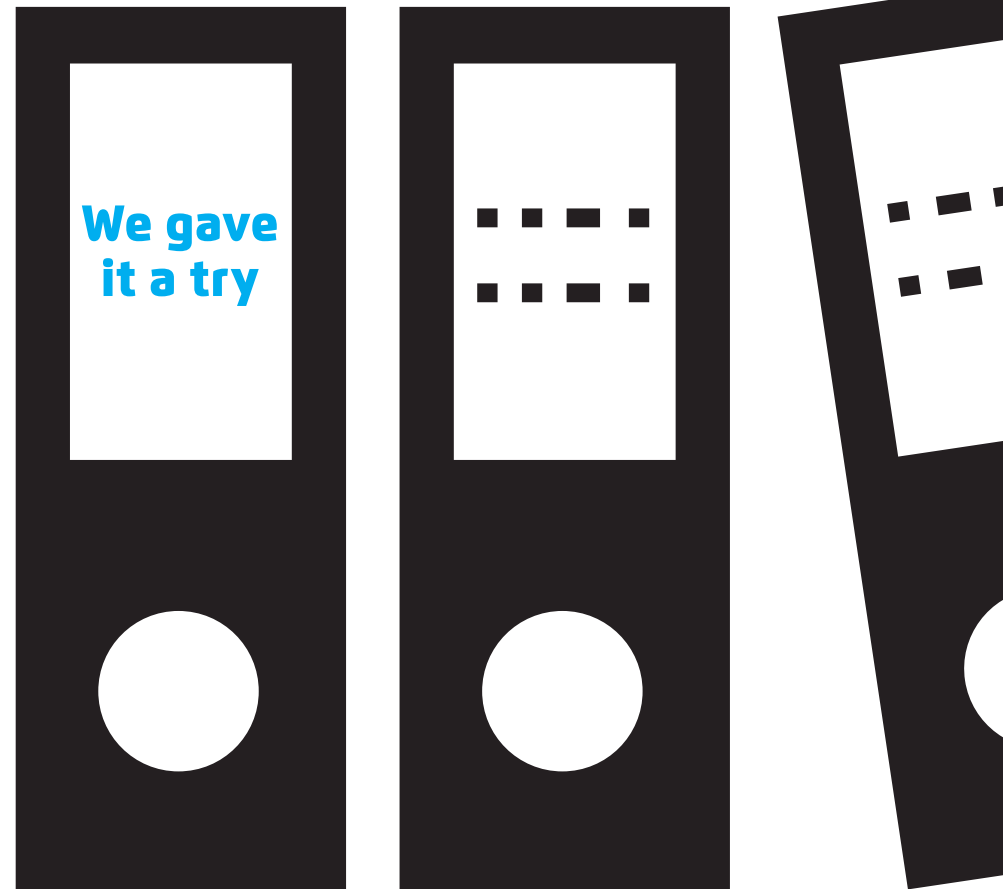


The eager customer clicks on the link and then waits minutes for a site to load, or more realistically, rolls their eyes and clicks away.



3. It's a flash in the pan

Many companies see mobile as a dangerous experiment; to be tried once or twice and unless it produces outstanding results, to be quietly filed away in the 'we gave it a try' folder.

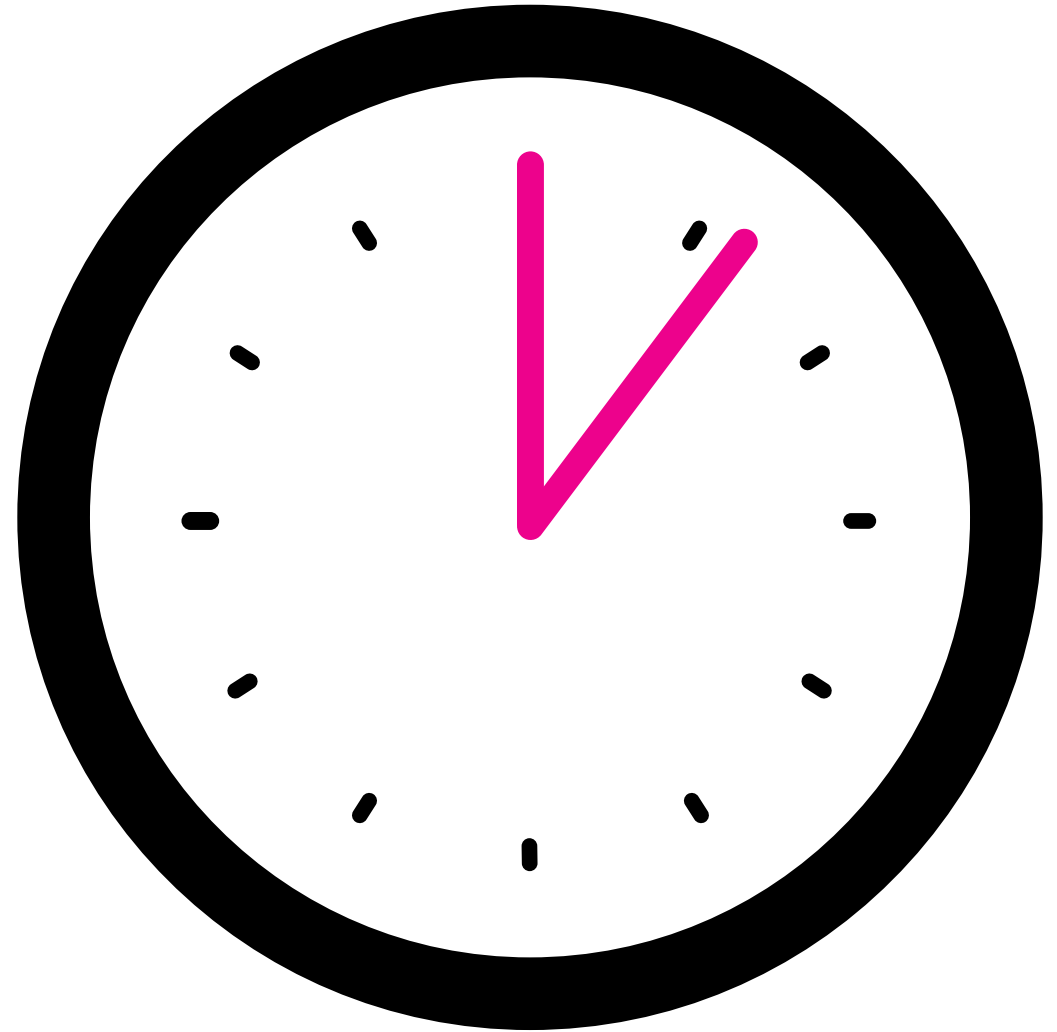


But...

Smartphone users check
their phones an average of

150

times a day. (Source - KPCB Internet Trends 2013)



Companies that choose not to interact with their customers via mobile will not only miss out on a tremendous opportunity but risk alienating themselves.



As with any marketing strategy you need to persist.
A single bulk SMS does not a campaign make.

Companies need to decide to embrace all elements
of it, devise a long-term plan and stick to it.



4. It's one dimensional

It's not just about SMS. Bulk SMS is just one of the tools in the box that marketing departments should be considering. Here's a quick run through some of the key essentials.



Bulk SMS – Communicate news and offers to customers, prospects and staff.

Text Response – Allow customers to respond to marketing by text. E.g. 'Text OFFER to 88802'.

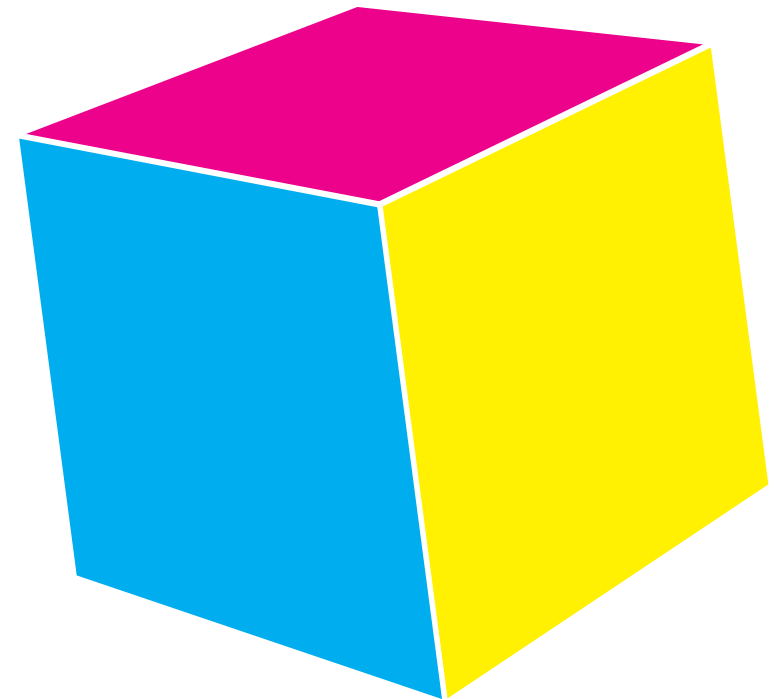
QR Codes – Take customers to rich web-based content directly from your advertising.

Mobile Optimised Website – Vital. Allow customers to use your website on the move.

Mobile Payments – Allow you customers to purchase directly from the mobile site

Opt in and preferences – Capture customer data and ask how they would like to receive info from you.

Opt out – Operate a rigorous unsubscribe policy. Make it easy for people to get off your list.

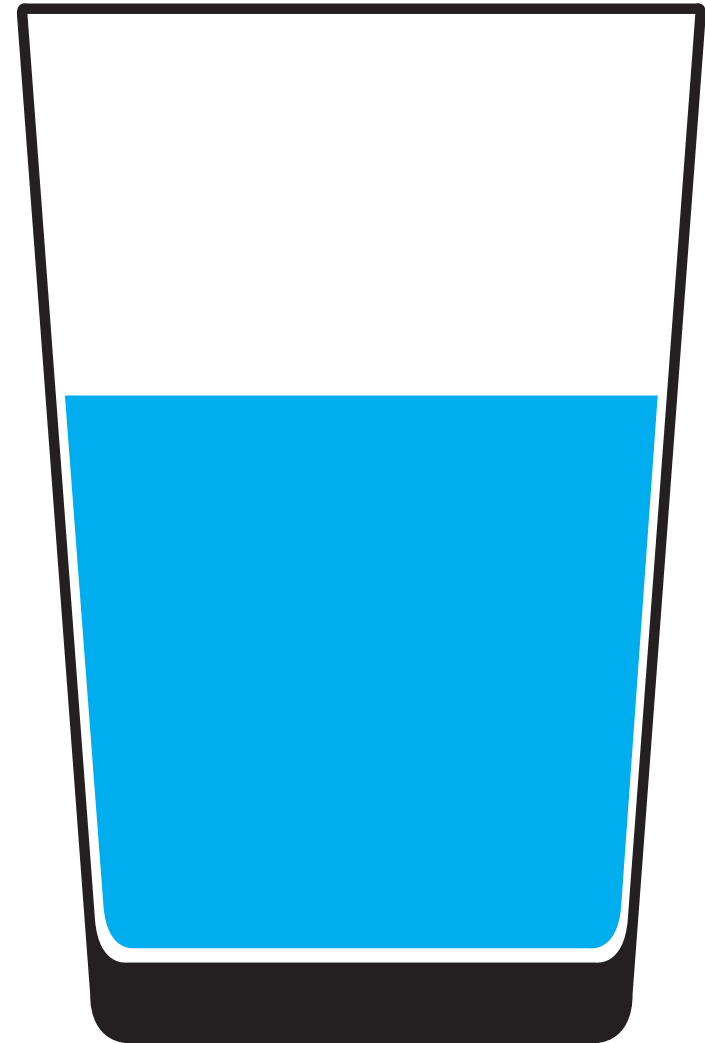


5. You're half convinced that mobile is a fad

Mobile is not going away, it's actually becoming more and more important.

25% of people in the UK have made a purchase on mobile. That's doubled in the past year.

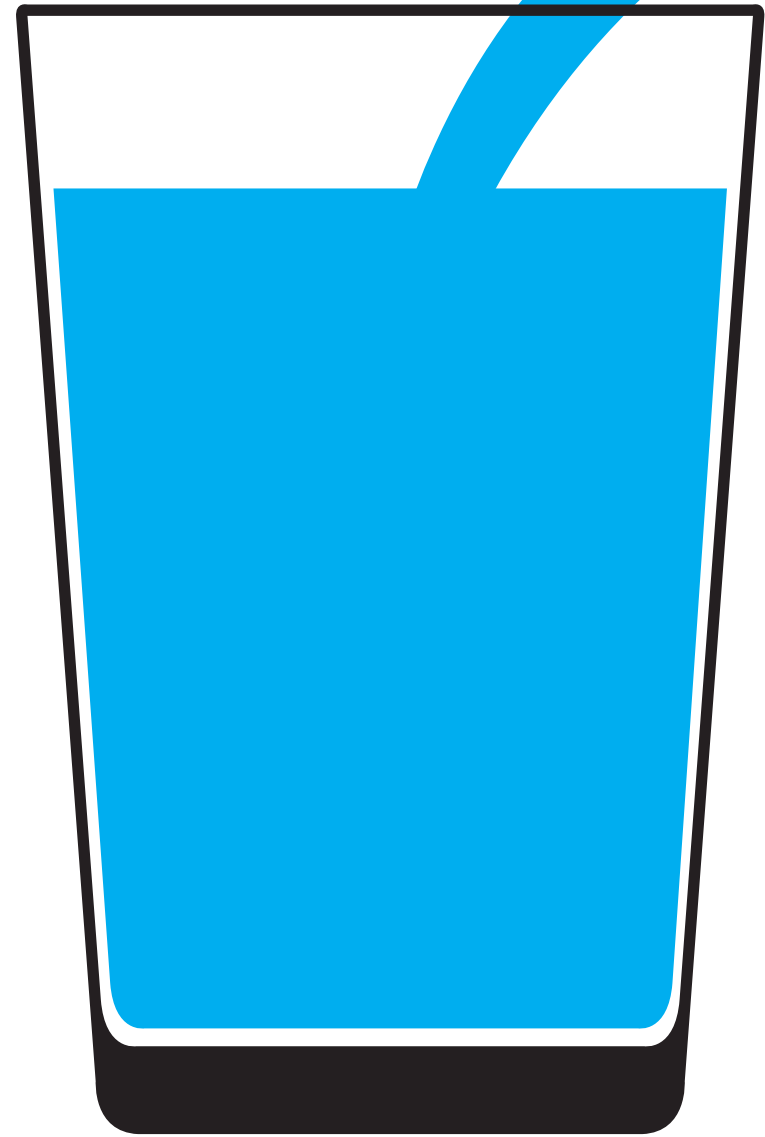
(Source – E Consultancy)



So the time has come to embrace mobile, plan a detailed strategy and implement it ahead of your competitors.

It needn't be horribly expensive or suck up too much valuable time.

I fear that companies that ignore it will regret it sooner rather than later.



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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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