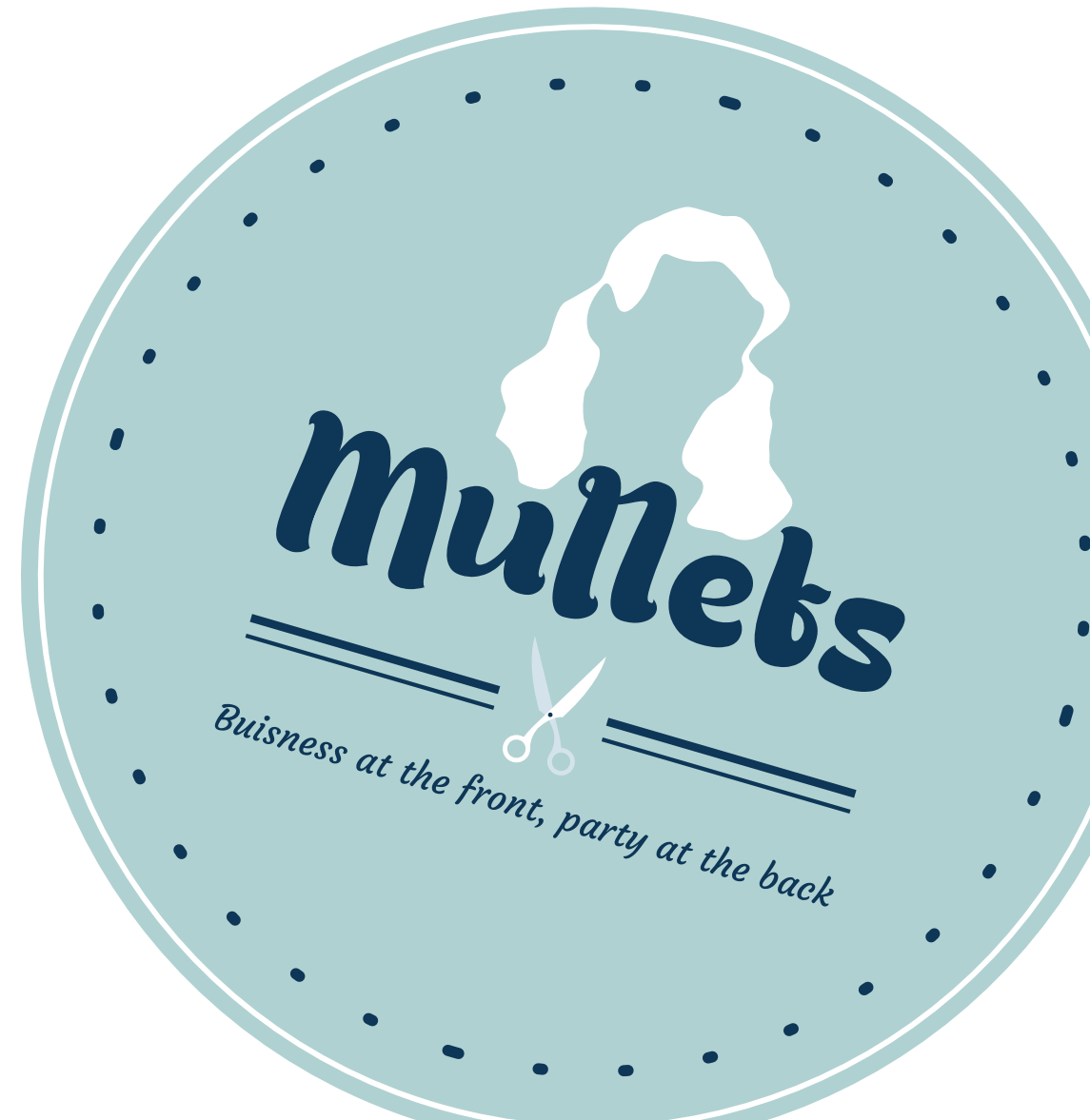




Retail & Mobile Marketing - the perfect fit

The retail sector...

You need to keep up with the trends so you don't get left behind and become so last season.



Building your brand out there can be a mission.

Your message can easily get lost with every other business fighting to be heard.



Stat



'clock

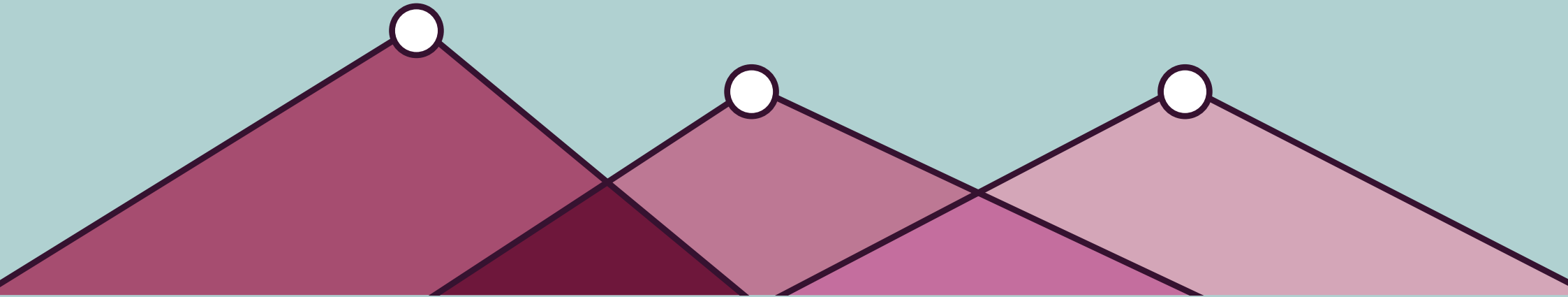
Only 5%

of men check catalogues for products

(Newspaper Association of America).



Only...



29%

of tweets get read

22%

of Facebook posts get read

22%

of emails get read

(Frost & Sullivan)

Without a big budget and strategy you might think it's mission impossible to reach out to all your customers and get your message across.



(We hope you're humming the theme tune)

Well, with mobile marketing you can,
and you can do it even with a modest budget.



Your customers and potential customers are likely to have a mobile, in fact you can be pretty certain that it's either in their pocket or hand right now.





It's that time again. A whopping

98%

of all text messages get read

(Frost & Sullivan)

Where do we start? Do you have an existing database of mobile numbers perhaps?

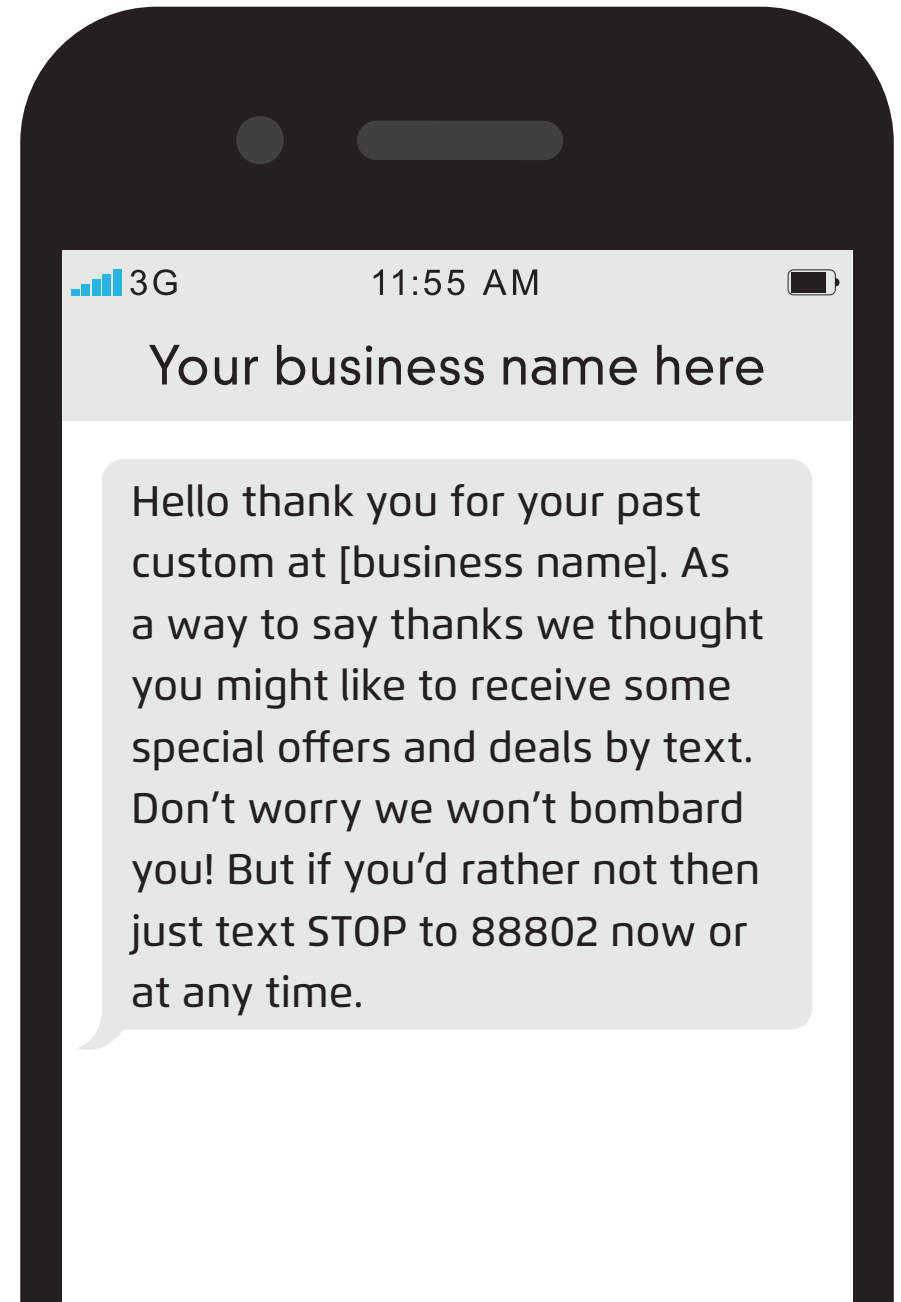
- **You do** – fantastic, read on.
- **You don't** – we'll get to that, don't worry.



Your first message is crucial.

Although they are a customer of yours it's good practice to introduce yourself and what they can expect from your new mobile marketing strategy.

Perhaps something like this:



Grab your hard hat and keep building.

Build on your existing bank of numbers, or create a new database. You could capture them in-store, perhaps at the point of sale manually or via a form within your website e-commerce – perhaps initially to receive a delivery notification.

Both could benefit from a Keyword on a Shortcode too. Text OFFER to 88802 – this can be displayed in the store and on the website.



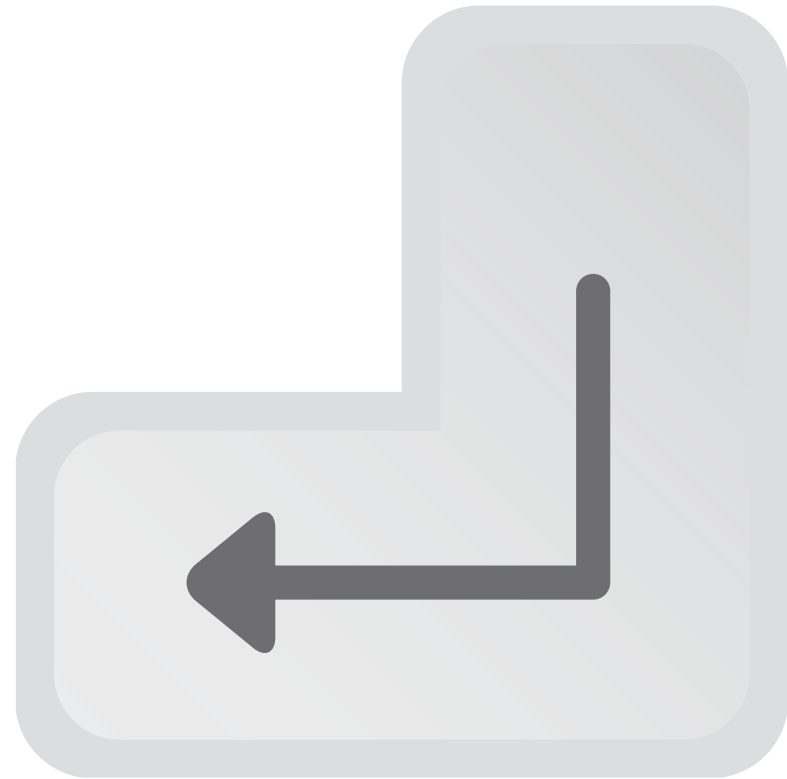
And so to the keyboard.

You know your customers – or you should do! Write a message that is straightforward and natural, as if you were talking to them in person.

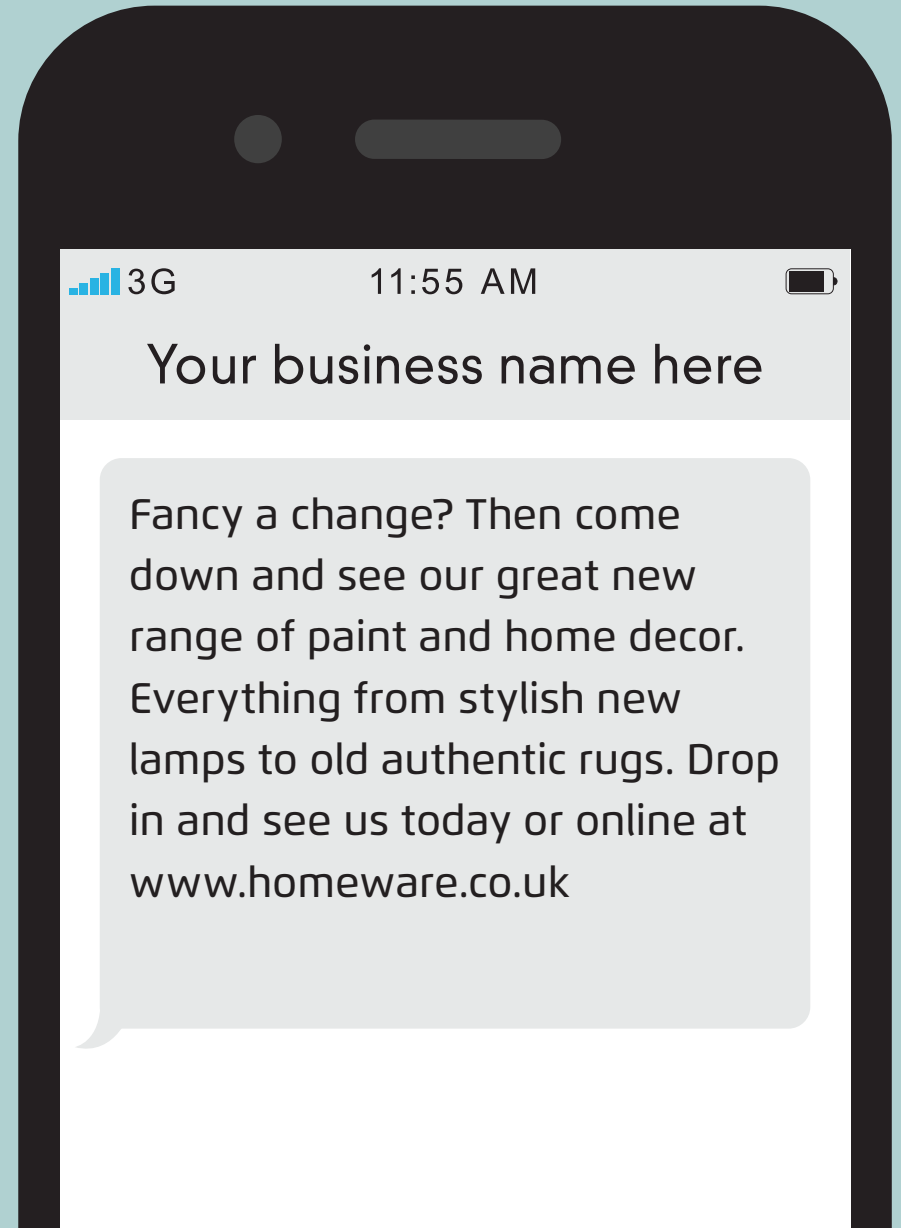
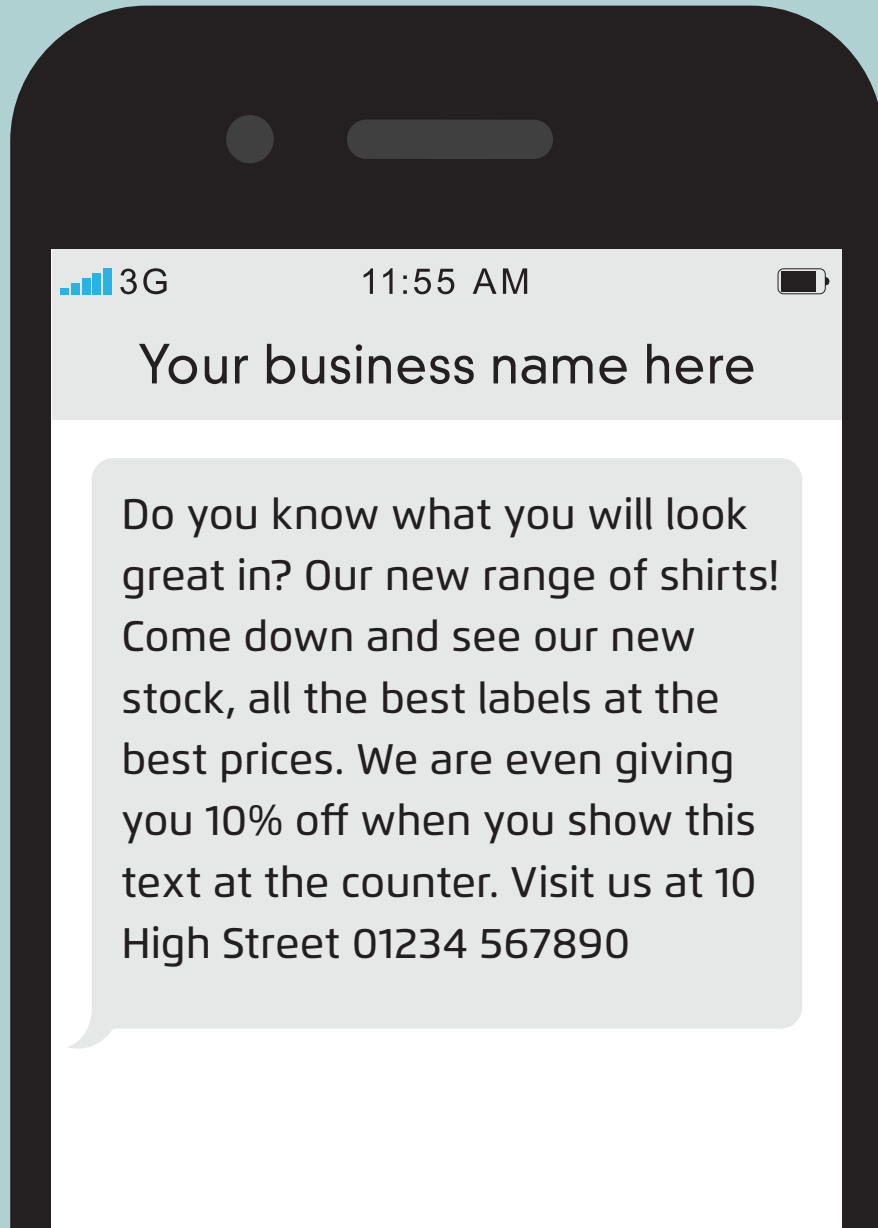
Top tip.

Make the first line interesting, intriguing, funny or even unusual. It is the most important line so make sure it is a good one.

[See our article here on opening lines here.](#)



A couple of ideas to get your creative juices flowing.



Change is good.

Yes! The message worked and you got a really good response from it. Hooray!

The challenge now is to avoid sending the same message or deal over and over again. People will soon get bored and opt out.



Sales Vs Customer Service.

Getting the right balance of sales messages is important. Delivery notifications and order updates are also very well received via SMS – not every text message they receive from you has to push an offer to be effective and enhance the customer's experience.



It's always better straight
from the horses mouth, so...

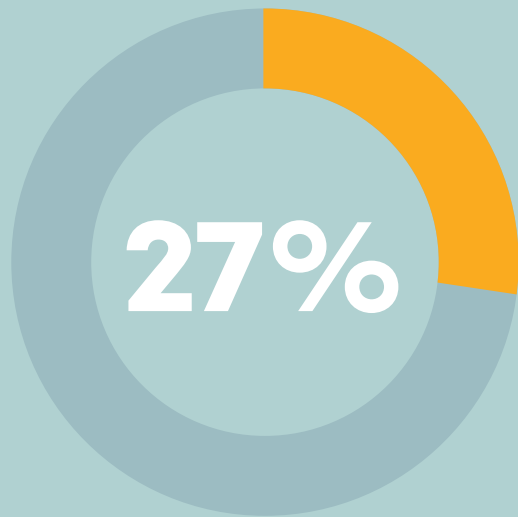


Mainline Menswear are now one of the biggest online independent retailers. They use mobile marketing regularly not only as a way to promote their products but also part of their customer service.

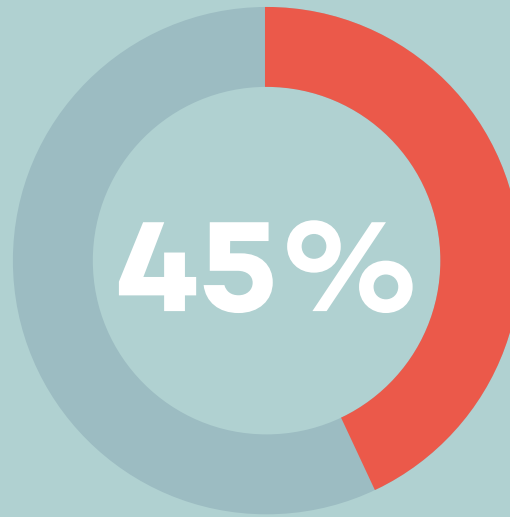
Your order has been placed. The expected delivery date is the 21st June at 10am. If you would like to change this or any other delivery details then simply text us your request. Visit us at 10 High Street or at www.fashion.com
01234 567890

Oops! We have received your order but you seem to have missed out some important information regarding the delivery. If you could respond with your full delivery address we will get your item out to ASAP. Regards www.fashion.com

On Boxing Day 2013 they sent out an SMS campaign and they compared it with 2012,



27% rise in overall website traffic



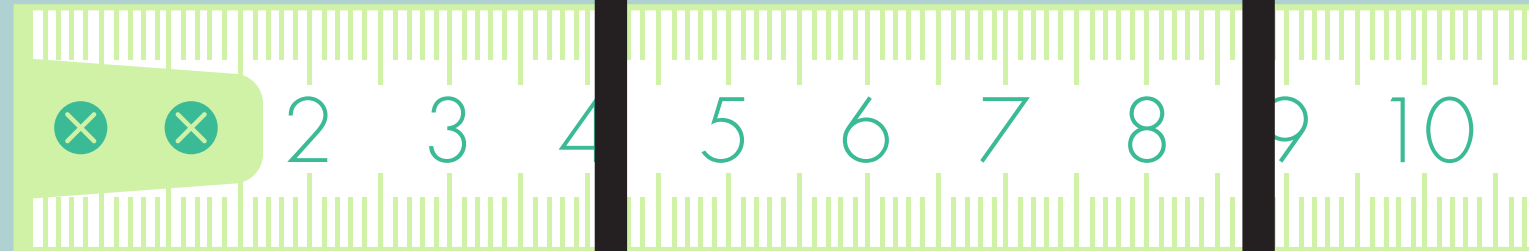
45% rise in direct website traffic



93% rise in traffic from mobiles

We not only think retail and mobile marketing is a perfect fit, we know it is. So don't get left behind, give it a try today!

Sign up for your free account today and we will even chuck in a couple of free credits for you!



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