MOBILE MARKETING

Text Message Mobile Marketing Guide

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Part 1:
Introduction and running your first campaign

text marketer
We deliver. You save.

WHY DOES TEXTING WORK? I ALREADY SEND OUT EMAILS!

59%

29%

100%
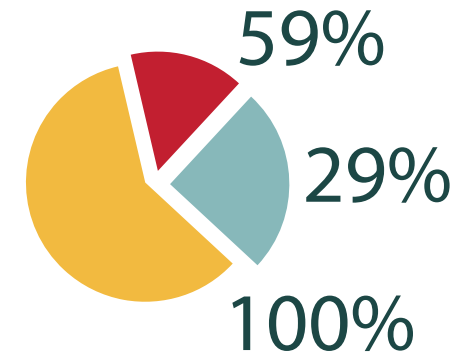
Hopefully, this is what you're going to find out.

The main difference between texting and other ways of communicating is that texts are read. Simple. Studies show over 98% of received texts get read!

This is the killer difference. If you send 200 texts, almost all of them will be read. If you send 200 emails, you'll be lucky if over 10% of them are read.

The mobile phone is a personal device so you have to exercise caution when you use text marketing. People will not thank you for overloading them with texts. But, follow our simple guide and use common sense on regularity of contact and you will quickly see why studies, time after time, show that businesses using text marketing achieve incredible results.

You will begin to develop a better relationship with your customers and they will reward that with more purchases and increased loyalty to you.

See our Rise of Business SMS Infographic
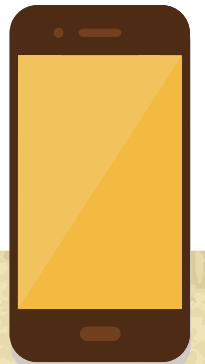
DO YOU HAVE A LIST OF MOBILE NUMBERS?

Most businesses will.

If you don't, we'll cover ways of collecting numbers later in the guide.

If you do, to send out your first text campaign, you're after a simple Excel spreadsheet with all the mobile numbers in a single column.

All mobile numbers start with 07, so any numbers that don't should be removed from that column. Don't worry if the leading zero goes missing when you're organising the data in Excel, our systems will automatically put them back in.

What numbers should you choose?

Have a think about a certain segment of your customer database that you would like to contact with a promotional offer. This is probably the best place to start.

For example;

• Lapsed customers

• Customers due for another purchase, e.g. MOT

• High spending customers
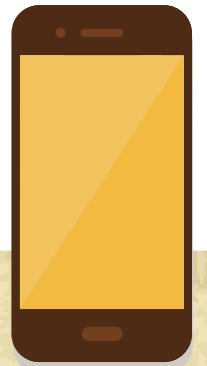
Q: AM I ALLOWED TO USE MY CUSTOMERS' MOBILE NUMBERS FOR SMS CAMPAIGNS?

22%
74%
57%
59%
18%
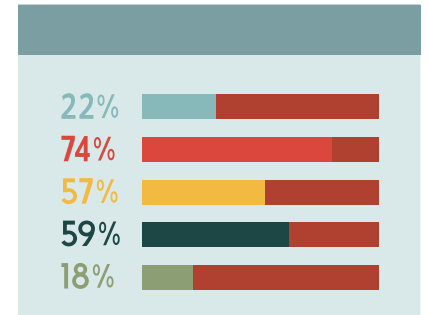
A: There's an enormous amount of confusion in this area. If your customer has given you their mobile number, then you are more than entitled to send them a promotional text. You do however need to ensure that you:

• Make it clear who the message is from

• Include a contact telephone number

• Include a text opt out in your text (e.g.To stop further messages, reply XYZ to this text - we provide this system free to all our customers)
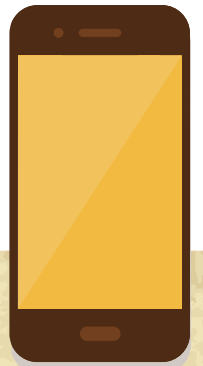
YOUR DATABASE IS IN PLACE...
## NOW, WHAT DO YOU SEND THEM?

Regular contact with your customer base will generate long term, sustained business.

The golden rule is to talk to your customers as if they were standing in front of you.

You will know your customers better than anybody and what's likely to appeal to them, but here are a few types of messages that work really well. Visit our Message Depot for more ideas.

"NEWS! EJ Wines are now extending their 20% discount offer until 6 pm this Friday. For amazing offers on all our wines, call us now on 01234567890. www.ejwines.co.uk"

"Weather forecast is cold and wet. Cosy up at The Rock Inn from £125.00 for 2 nights B+B. Roaring fire, local ales, fine wines and dining. Call 0123456789 or reply ROCK to this text."
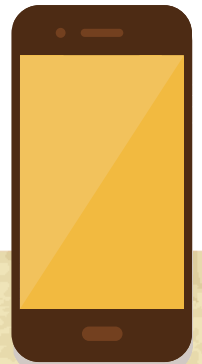
I'VE GOT MY NUMBERS AND MESSAGE READY... WHAT NEXT?

64%   59%   17%

"MOT NOW DUE! Your car is now due for its MOT.Please call Mullins Ford now on 012345 67890 to book your car in."

"A massive 50% off all sports products at Campus Leisure this weekend. Logon now to www.campusleisure.biz. This offer will end at 7 pm on Sunday, so logon now and quote code X13."

"Thank you for your recent order. We hope everything went OK and please do let us know if we can be of further help. Dinkys.com."
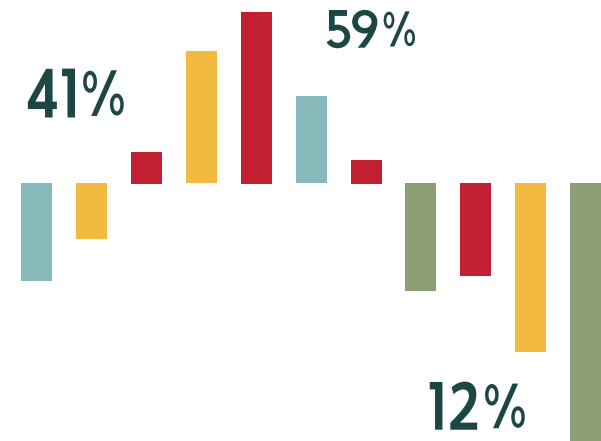
"2 for 1 on all orders today, until 5pm. Use code TYR43 at the checkout on our website to claim. www.pizzagalore.com."

Of course, the examples above will have to be tailored to your business but you can see the style.

See more tips on writing messages.

I'VE GOT MY NUMBERS AND MESSAGE READY... WHAT NEXT?

41%

59%

12%
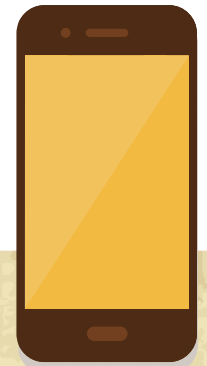
You should have received your welcome email (if you've already signed up) which gives you details of how to log in to your account.

When you login, you will be directed to the Quick Send screen.

Simply copy and paste your list of mobile numbers in the numbers box, write your text message, set your sender ID (who the message is from) and press submit - that's it, your campaign is gone!

More information links:

• Our PDF instructions manual

• Our video instructions page

• The main Help Centre

• Our Quick Send instructions
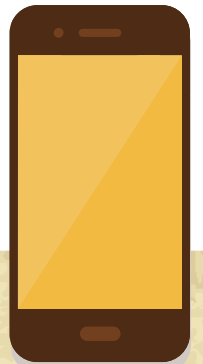
COSTS AND RETURN ON INVESTMENT

TIP: TRY THE FREE EXCEL TOOL

59%

100%

Mobile marketing is the most responsive and cost effective marketing medium available today. The costs are surprisingly low and because there are no set up fees, you can run a small, low cost trial to test the service.

Typical costs are:

• 3.7 pence + VAT per text (£3.70 per 100 customers you contact.)

• £25 per month for the optional keyword for people to text to join your list

In the next page we'll take a look at return on investment with a case study of a typical Papa John's pizza outlet...

FREE Excel Tool
We have built an Excel tool which can help you analyse the potential costs and return on investment vs other mediums, which you can download for free at our home page or at the explanation page.
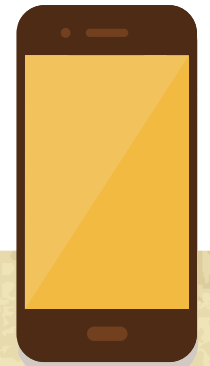
COSTS AND RETURN ON INVESTMENT - A CASE STUDY

Grant Wiszniewski, operates the Papa John's pizza franchise in South Shields and is always looking for new ways to increase business. He used Text Marketer's mobile marketing system over a period of three weeks and increased his sales by 33%.

SMS Marketing Results

• 8100 sms messages sent

• 318 redemptions (3.9%)

• Average spend per customer £13.56

• £5.30 generated for every £1 spent

• Average weekly takings increased by 33%

The message itself was a simple price based offer.

"Any Pizza, any size, including our massive 16" - £6.99 collection or £8.99 delivery"

Grant, the owner of the business commented.
"I am extremely pleased with the outcome of this campaign; I would never have predicted such a high redemption rate. My weekly takings are up and I am now looking for more delivery drivers and this can only be down to the extra customers that we have won through this text marketing."
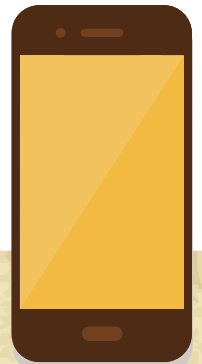
BUILDING A LIST OF MOBILE NUMBERS

653%   32%   54.90

In addition to your existing customers, you'll want to capture more mobile numbers. This may be best achieved by simply asking customers whether they would like to be included in special offers or interesting news by text.

Then you can simply keep a note of these numbers and add to your list by uploading them every week or so.

Alternatively, you may prefer an automated system which allows people to join your list by text. You can do this by setting up a keyword on a short code number. People then simply text this keyword to 88802.
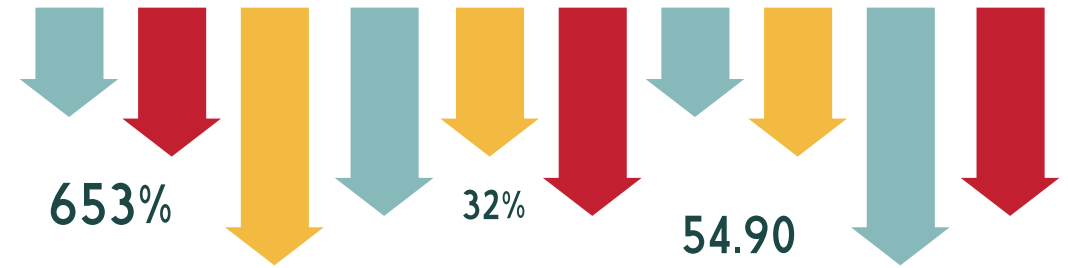
For example,
"Join our club by texting JOIN to 88802. You'll receive free offers and news by text. We promise not to bombard you and you can remove yourself at any time."
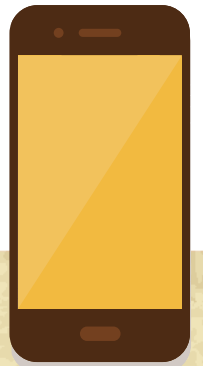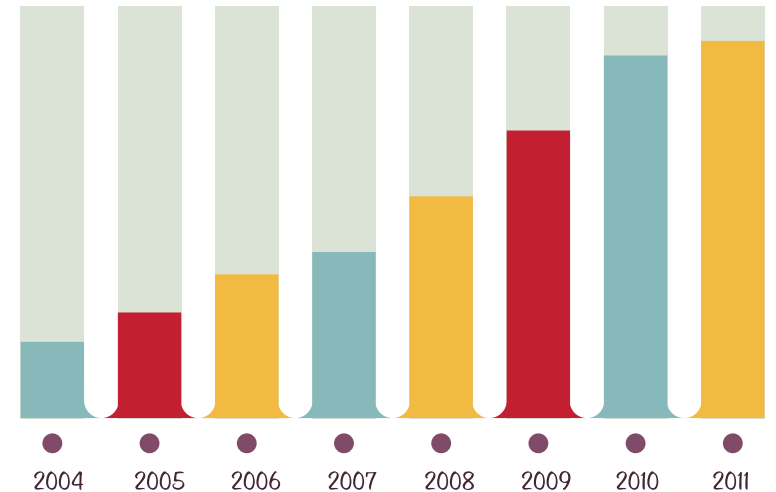
See the video of how short code SMS works.
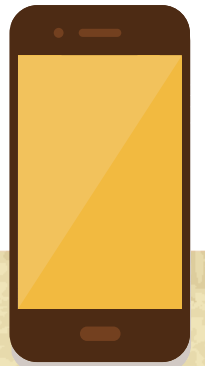
USEFUL LINKS - ALL THE HELP AND INFORMATION YOU COULD NEED

Our Help Centre contains a decade of experience and help articles:
http://www.textmarketer.co.uk/help/

Our "SMS Toppest Top Tips" article:
http://www.textmarketer.co.uk/blog/2010/09/smsmarketing-ideas/sms-marketing-toppest-top-tips/

Main instructions in video form and other helpful videos to watch:
http://www.textmarketer.co.uk/sms-marketingvideos.htm

2004   2005   2006   2007   2008   2009   2010   2011

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!
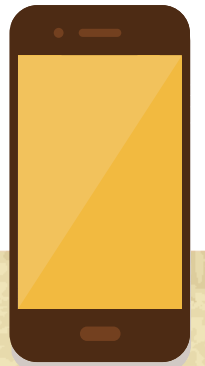
ABOUT TEXT MARKETER LTD

★ ★ ★ ★ ★

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 us some useful experience along the way.

Website www.textmarketer.co.uk

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