



Best Practices for SMS Marketing



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SMS Marketing – Introduction

Most brands and enterprises choose SMS as a must-have when planning their mobile marketing strategy. However, success of SMS marketing and high percentage of ROI is not guaranteed. In fact, several key factors exist that businesses must take into account in order for SMS marketing to be successful.

SMS Marketing - Best Practices

- Opt-in to build mobile number databases.
- Opt-out should always be available.
- Spam should always be avoided. Quality over quantity.
- Messages should be simple, short and clear.
- A clear call to action should always be included.
- Ease of purchase should always be available.
- Messages should be personalized and targeted. Consumers should be categorized in audience segments.
- Messages should be memorable with attention grabbing offers/value.
- Campaign timing is crucial.
- Consumer messages should be replied.
- Track URLs should be used to acquire knowledge for future marketing campaigns (Click through Rates, etc.).

SMS Marketing - Opt-in to build mobile number databases



Through opt-in consumers must give permission before they may be contacted. By using opt-in to build mobile number databases, both consumers and businesses benefit greatly:

- Consumer numbers collected are highly relevant and targeted. Campaigns to opt-in number lists have significantly higher ROI.
- Both consumers and businesses gain value from such interaction. Businesses increase sales and customer loyalty, while consumers keep in touch with businesses' they like and receive relevant information about them.
- Campaigns to opt-in number lists have no negative effect to businesses' brand identities as in Outbound Marketing (aggressively targeting consumers that haven't opted-in with mobile messages). Inbound Marketing is slower than Outbound Marketing, but it wields greater results.

SMS Marketing - Opt-out should always be available



Through opt-out consumers may choose to not be contacted. By using opt-out both consumers and businesses benefit greatly:

- Consumers have choice and businesses enjoy increased customer loyalty.
- Consumers that do not opt-out are highly relevant and targeted, making future campaigns to such number lists produce higher ROIs.
- By giving choice to the consumers through opt-out, businesses increase customer satisfaction, brand awareness and fortify their brand identities from negative effect.

SMS Marketing - Spam should always be avoided. Quality over quantity



Businesses should avoid targeting consumers that have not opted-in or sending large numbers of messages to opted-in consumers. Such a strategy produces negative results:

- Complete marketing effort of businesses may be hindered and negatively affected, to the point that other channel campaigns of businesses are avoided by consumers altogether. Customer loyalty and customer satisfaction are greatly reduced.
- Brand identities are associated in consumers' minds with that of a spammer. Customer activation, retention and reactivation rates are decreased.
- Businesses that launch fewer campaigns with real value for opted-in consumers, grab their attention and enjoy higher conversion rates (consumer to customer conversion).

SMS Marketing – Messages should be simple, short and clear



Messages should be simple, short, clear and relevant to target consumers:

- Messages that are complicated and unclear, with abbreviations and capitalized words result in decrease of effectiveness of campaigns and negative effect to businesses' brands as well.
- Clean, short and clear messages effectively engage consumers, increasing brand awareness.
- Complicated messages decrease campaign effectiveness and ROI.

SMS Marketing – A clear call to action should always be included



Like in any marketing channel, messages in SMS marketing should always include a Call to action (CTA) instructing and provoking the audience to the desired action:

- With campaigns that have a clear call to action, businesses give target audiences a clear step to take next and enjoy higher conversion rates (consumer to customer conversion).
- Unclear CTA may hinder campaign effectiveness.

SMS Marketing – Ease of purchase should always be available



When sending offers it is important that ease of purchase is available to entice consumers into taking advantage immediately:

- By providing ease of purchase, businesses attract target audiences to use offers immediately, removing second thoughts and increasing sales.
- Absence of ease purchasing options decreases conversion rate of campaigns.

SMS Marketing – Messages should be personalized and targeted



Consumers should be categorized in audience segments. Businesses should tailor messages to each of their individual audience segments:

- With personalized messages for targeted audience segments, consumers will be receiving messages that are geared more towards them and will come across much more valuable information, increasing likelihood that they follow the CTA of messages and increasing ROI for businesses.
- Generalized messages sent towards untargeted audiences yield poor ROI.

SMS Marketing – Messages should be memorable



Businesses must send campaigns with memorable and attention grabbing content that is interesting to target audiences and offer real value to them:

- Through campaigns with valuable information to consumers, businesses increase customer loyalty, brand awareness and build solid brand identities.
- Consumers receiving information with little or no value are more likely to not engage to CTA of messages and opt-out from marketing channel completely.

SMS Marketing – Campaign timing is crucial



Timing of campaigns is of outmost importance to their success:

- By avoiding regional do not disturb and rush hours for their campaigns, businesses increase engagement and conversion rate.
- Campaigns during rush hours and do not disturb hours result to low consumer engagement, poor conversion rates and often negative effect to brand identities.

SMS Marketing – Consumer messages should be replied



Content is important to Inbound marketing and since communities rule brands, campaigns should not always be about marketing and promotions. Businesses should communicate with their customers, letting them know the latest news and asking for feedback. This fosters two-way communication:

- Through direct two-way communication, businesses increase brand identities and customer experience.
- Businesses gather valuable marketing data and profile consumers for improving future campaigns.

SMS Marketing – Track URLs



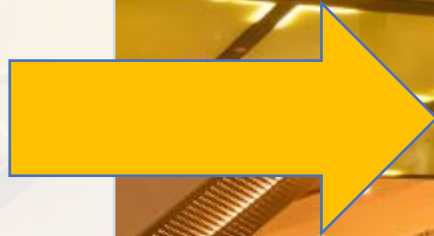
In SMS marketing campaigns Track URLs should be incorporated:

- Businesses track the conversion rate of campaigns.
- Businesses gather valuable marketing data for future campaign improvement.

SMS Messaging Services - Solutions

Examples

- Special Offers
- Promotions
- Coupons
- Notifications
- Trivia Quizzes
- Contests
- Marketing Surveys
- One Time Pins



Benefits

- Increase Brand Awareness through consumer interaction with your brand
- Increase Customer Loyalty through contests, questionnaires, promotions and discounts
- Increase Sales and Customer Acquisition through discounts, special offers and contests
- Increase Customer Retention and Customer Reactivation. Reach, Engage and Re-engage your target markets through global mobile interaction
- Acquire Valuable Marketing Information through customer response measurements
- Mobile Identity Verification



About MobiWeb

Since its establishment in 1999, MobiWeb is providing global SMS Messaging for B2B, B2C and C2C mobile interaction.

MobiWeb has established multiple direct connections with mobile operators around the globe. This makes MobiWeb the ideal partner for companies that demand high quality SMS messaging services, meeting the most demanding enterprise requirements.

MobiWeb actively participates in the development of the mobile ecosystem as a GSMA associate member.

Using direct connections to telecommunication carriers and operators in the largest cloud data centers spanning across the globe, MobiWeb provides high quality telecommunication solutions to more than 2350 enterprises.



Quality

- Worldwide reach, covering 96% of the world
- High performance SMS messaging processing
- Strict Service Level Agreements
- 99% service availability with fallback ability – Redundant Infrastructure
- Enhanced security
- Easy integration with minimal footprint



