



Building Effective Mobile Number Lists



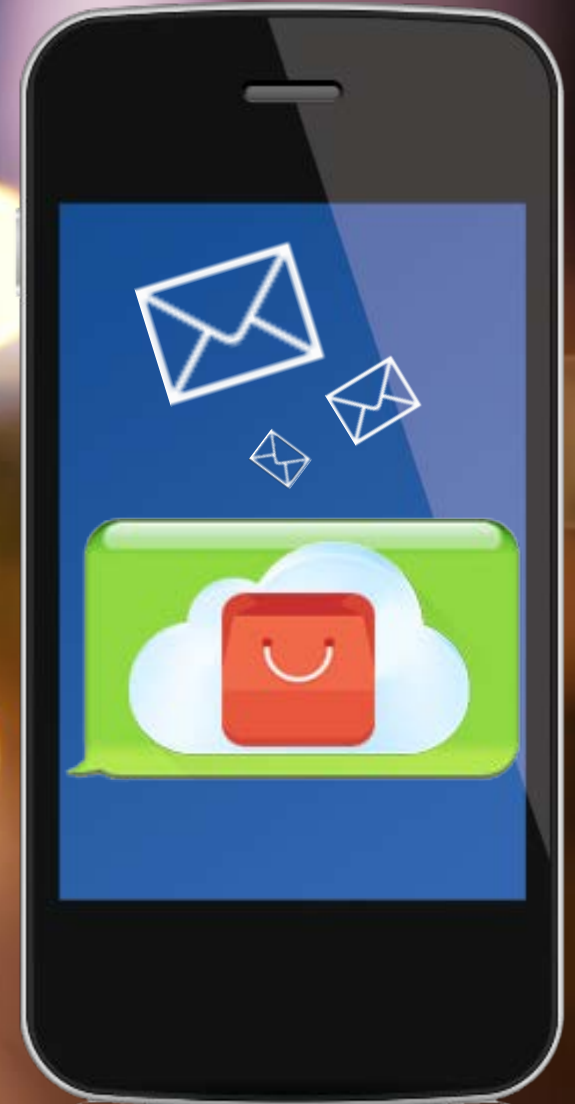
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Effective Mobile Number Lists – Introduction

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. Highly quality mobile number lists are critical to the success of SMS marketing campaigns. Without these, advertisers and brands face low performance and reduced ROI of their marketing campaigns.

When starting to build mobile number lists, enterprises must use strictly opt-in. Consumer numbers collected through opt-in are highly relevant and targeted, thus permission-based SMS campaigns to opt-in number lists have significantly higher ROI.

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.

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In opt-in, consumers can sign-up to marketing opt-in campaigns by texting to a predefined number, by scanning QR codes that send opt-in SMS messages once scanned and by web signups.

- Businesses should integrate SMS campaigns in all their existing marketing activities. Businesses should promote and advertise their opt-in campaigns through other media channels:
 1. Direct advertising of opt-in through multi-channel advertisements (television, radio, web, printed or electronic publications, billboards, etc.).
 2. Including opt-in information on product packaging.
 3. Promoting opt-in at events (special events, conferences, trade shows, in-stores, etc.)
 4. Facilitating opt-in through websites (Consumers enter their mobile numbers).
 5. Promoting opt-in in social media pages.
 6. Promoting opt-in through email campaigns on pre-existing opt-in email lists.

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- Opt-in Campaigns should allow consumers to opt-out.
- Positioning (when, how and why) is critical to opt-in campaigns:
 1. **When:** Campaigns should not run at rush hours and regional do not disturb hours.
 2. **How:** Campaigns should have a clear call to action, giving target audiences a clear step to take next.
 3. **Why:** Campaigns should use incentives to motivate consumers to opt-in.



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





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