

SMS SHORT CODES AND LONG CODES

The differences and
why you should
care as a marketer
or business owner

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An SMS code is the number used to send and receive text messages - much like a regular cell phone number. When launching a text message based mobile marketing campaign, businesses will be required to choose between an SMS long code and an SMS short code.

There are positives and negatives to each method, so the decision will be dependent on the type of campaign being used and how the rules and regulations apply. This may differ from country to country, and between individual phone carriers as well. The fact that carriers often alter their individual policies makes it especially daunting for new marketers to get their campaign up and running. In order to make an informed decision about long codes and short codes, let's take a closer look at both options and how they work

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INTRODUCTION

If you have found this guide, you are more than likely trying to establish ‘what’s what’ when it comes to SMS short codes and long codes.

The question being: What is the difference between a short and long code for SMS?

Whilst each has advantages and disadvantages, we think you should choose the one that provides your audience and the consumer with the best level of protection from unwanted messages (SPAM).

With the introduction of the new anti-spam legislation in October of 2013 (TCPA Legislation USA – CASL in Canada), the penalties for delivery text messages to an unsuspecting consumer is at minimum \$1500 US PER MESSAGE. This applies to both SMS short codes and long codes.

Aside from the legal aspects and associated costs of failing to comply, the consumer has the right to choose who they receive messages from, how many, how often and when. More importantly, they have the right to unsubscribe at any time.

The answer to the question above requires an understanding of certain rules and capabilities that are determined by both the country you are in and the carrier you are working with. Gaining a complete picture of the capabilities, limitations and rules around short codes and long codes is a challenge because carriers often change their rules and capabilities and few companies have the resources to track and test each update.

As this is a conversation that we have with our clients on a daily basis we have put together this simple guide to help you understand short code vs long codes.

NEW ANTI SPAM LEGISLATION

The FCC Telephone Consumer Protection Act (TCPA) regulations introduced in October 2013 were designed with one thing in mind, to protect the consumer from SMS and Telephony SPAM.

The legislation has introduced some of the toughest rules for SMS communications we have ever seen. Whereas we do not completely agree with all of these, we do agree with the intent and spirit in which the legislation was crafted and passed into law in the USA and then Canada Anti-Spam Legislation (CASL).

Australia, New Zealand and the United Kingdom also have tough Anti-spam legislation but at the moment, it is nowhere near as detailed or prescriptive as the USA and Canada, nor are there the fines a marketer is exposed to (\$1500 per message – retrospective) when either knowingly or otherwise they are sending messages to a list.

RULE OF THUMB

If you're thinking of launching an SMS marketing campaign, you should use a short code, not a long code.

Why? Due to consumer protection regulations put in place by the TCPA and CASL, companies sending marketing messages via SMS must first request permission from a consumer and provide a level of value in exchange. This helps to protect the consumer and equips you to create a more successful SMS or MMS marketing program. Short codes are used to opt consumers into a company's marketing program by enabling the consumer to text the keyword to that specific short code in a compliant manner. They can also opt in to your mobile messaging programs by using compliant web forms where the clear intent of you obtaining the consumers mobile number is clear.

PERMISSION TO MARKET

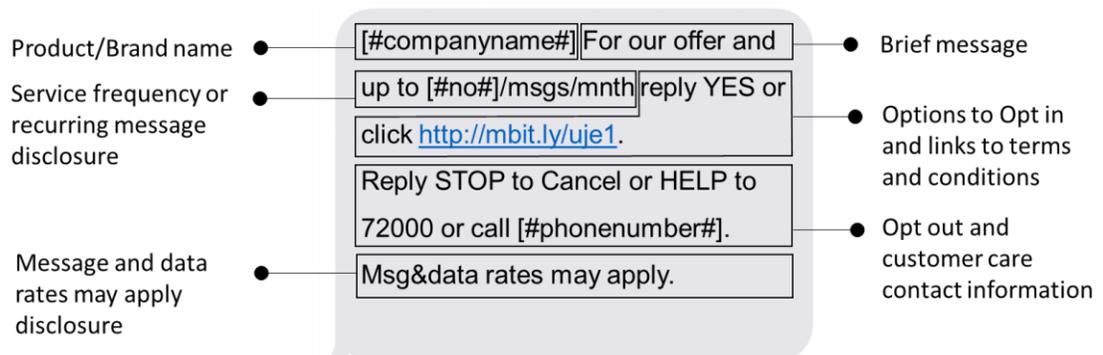
Does the TCPA/CTIA apply to countries outside of the USA and Canada?

In a word, No. The TCPA legislation and CTIA only applies to the United States and Canada and companies marketing into that region on mobile devices. MOBIT however believe that the legislation, although in some parts onerous on the part of the marketer, is 100% in the best interests of the consumer. Although the TCPA legislation only applies to the USA, MOBIT has decided to adopt this as 'best practice' across all countries in which we operate but have reduced the compliance levels in Australia, New Zealand and the United Kingdom according to the laws in these countries.

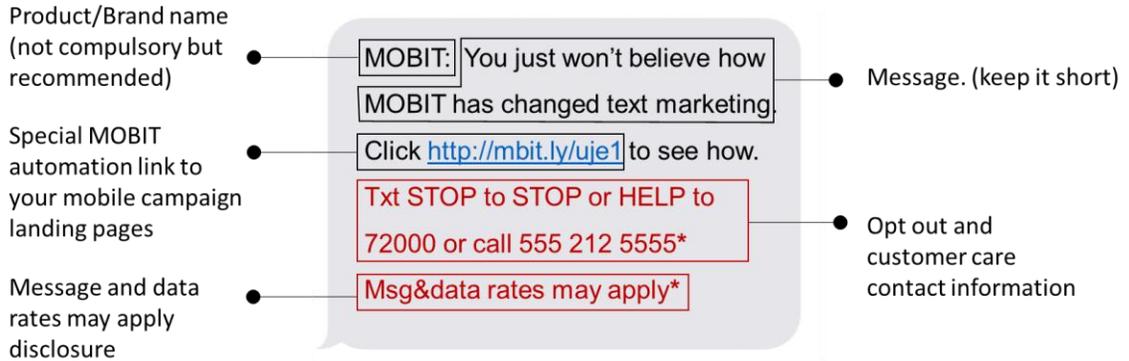
Double Opt in Confirmation Message

In the USA and Canada, you are required under the TCPA legislation and CTIA to send this first message when a keyword is sent in from a mobile number e.g text BALLY to 72000. The auto response must contain all the information you see in the example message below. Only when confirmation has been received are you allowed to send your marketing message or offer.

The Legally Compliant (Required in USA/Canada) Opt in Message



Recommended Components of the Marketing Message



* Compulsory for TCPA/CTIA compliance in USA and Canada

1. Opt-in via your website



Remaining Compliant under TCPA and CTIA (USA and Canada)

In the USA you are now required to present a specific language for your website visitors and those entering your mobile lists from other offline sources. Whereas all that was required before was a mobile number, you are now required to include the information you see on the left hand side and a confirmation 'checkbox' that unless selected, will not enable you to legally market to this contact via your text platform of choice.

MOBIT provide a web-widget form (shown on left) for clients to use for this express purpose. Again, it is only required by the USA and Canadian text marketers at this stage. We have reduced the compliance levels though for New Zealand, Australia and the United Kingdom and it is NOT compulsory to use the MOBIT Web Widget form in these countries.

In all cases though, MOBIT recognize the TCPA and CTIA as 'best practice' for mobile marketing and as such, we recommend that this language is used.

In the USA and Canada, the TCPA legislation and CTIA is very prescriptive. Unless you use very specific disclosure language you run the risk of being in breach of the TCPA and CTIA and being fined up to \$500 - \$1500 per non-compliant text message.

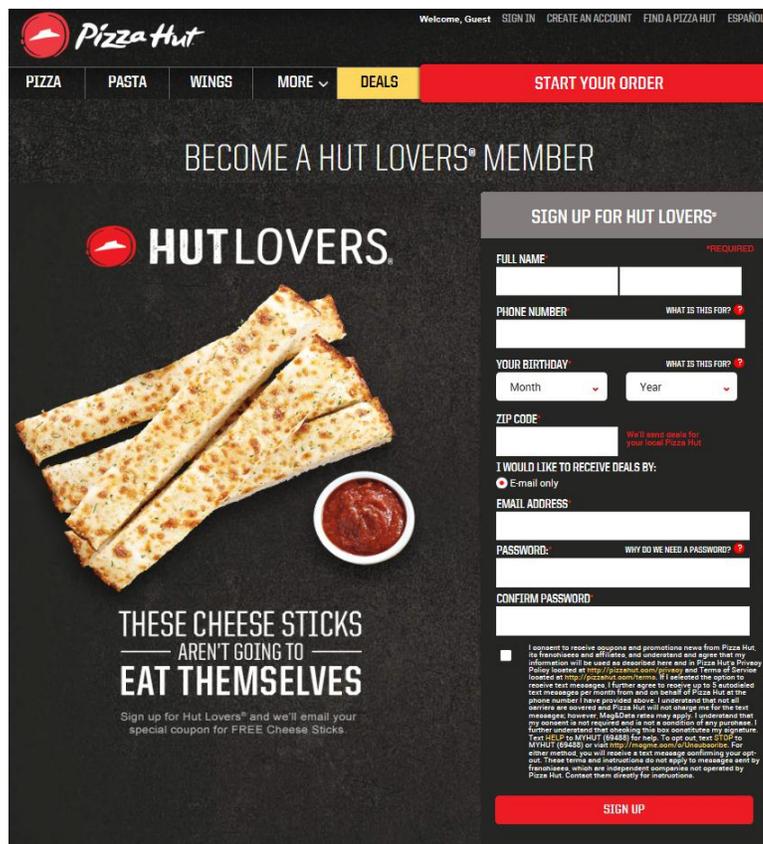
The screenshot shows a web widget form with the following elements:

- Logo: "CONNECT TO THE CORE" with a woman's image.
- Text: "Thanks so much for your interest. Please provide me with your permission to send the information requested by checking the details below."
- Input fields: "Your First Name *", "Last Name", "Select a Country" (dropdown), "Mobile Number *".
- Confirmation: Radio button "I confirm that I accept these conditions *".
- Disclaimer: "By checking this box and clicking 'Submit', I provide my consent to receive text messages from MOBIT delivered via automated means. I understand that consent is not required. In order to receive the offered goods and services without providing consent, please call +64 272530601. I also represent that I am 18+ years of age and that I have read and agreed to the Terms and Conditions and Privacy Policy."
- Submit button: "Yes, send the information please".
- Links: "Terms and Conditions" and "Privacy Policy".

MOBIT Opt in web widget

You must ensure that ALL of your media/channels reflect the compliant TCPA and CTIA prescribed language.

Examples of complaint website opt in pages and forms for mobile marketing via SMS/MOBIT



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Sign up today

Sign up
Log in
en Español

Please send me:

Inspirational emails and updates

Mobile text messages*

Catalog:

Yes, send me the Annual IKEA Catalog

Digital Catalog
(only send me the digital, don't mail me a catalog)

Printed Catalog
(only send me the printed catalog in the mail)

Both
(I want both the digital and the printed catalog)

Required fields are in **bold**

Email address

Confirm email address

First name

Last name

Country **ZIP Code**

US

Join IKEA FAMILY? WHAT'S IKEA FAMILY?

Yes No

Mobile number **Confirm mobile**

*Message and data rates may apply. **Text STOP to cancel, HELP for help.** You may receive up to 4 messages per month with IKEA news and offers.

By checking this box, I agree to receive autodialed marketing text messages from IKEA at the number I have provided above. I understand that consent to receive messages is not a condition of any purchase.

Submit »

Check out our social spaces:

MY REWARDS
FREE DELIVERY ON \$50 QUALIFYING ORDERS

Stores
Account
My Lists
Cart

Office Supplies Paper Ink & Toner Breakroom Cleaning Technology Furniture School Supplies Copy & Print
\$ Deals

buy more & save more

on qualifying online orders

\$20off
\$40off
Learn More
×

Home / Office Depot Alerts

Email Sign-up & Mobile Opt-in

Email & Text
 Email Only
 Text Messages

*Email Address:

*Re-Type Email:

Zip Code

Phone Number

 - -

Be one of the first to get
SPECIAL OFFERS
to your inbox and mobile phone

Sign up now and you'll receive

- Special savings, including weekly in-store & online deals
- Exclusive Coupons
- New product alerts, FREE gift offers, discounts flash sales and more

It's a fast way to start saving today.

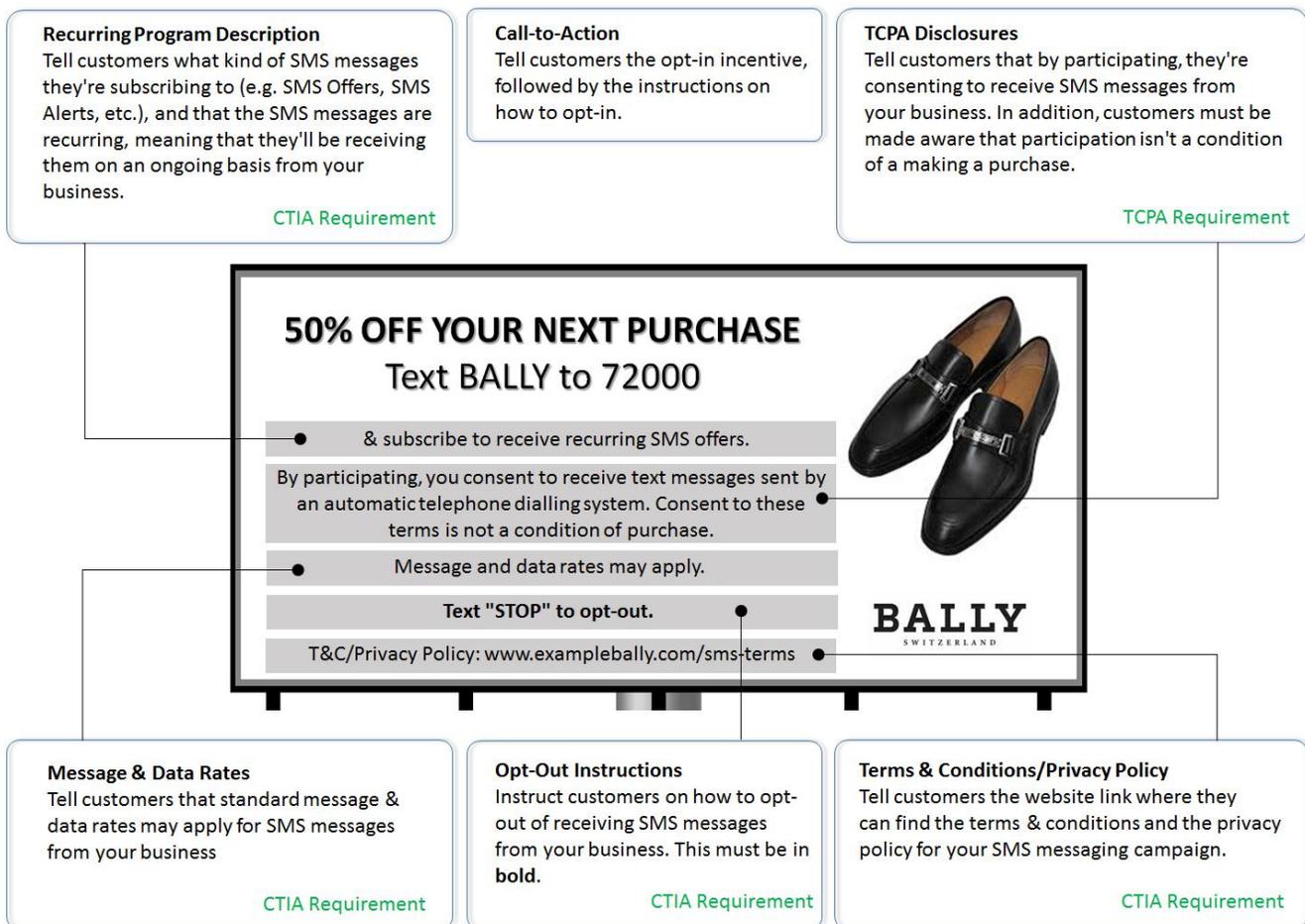
Text OFFER to 33788 to join Office Depot Offers. 5 mgs/mo. Text STOP to 33788 to stop receiving Office Depot Offers messages or text HELP to 33788 for help. **Msg&Data Rates May Apply.** Must agree to Office Depot, Inc.'s [Mobile Terms of Use](#). All data obtained is subject to our [Privacy Policy](#).

SUBMIT

Already signed up? [View and edit your profile](#)

Guidelines for advertising offline (e.g brochures, billboards, TV) for Opt-in to mobile campaigns

We recommend that you use the following template to remain TCPA & CTIA compliant when advertising your SMS campaign to customers in the USA and Canada. This includes but is not limited to ALL print, TV, radio, online, social, email and onsite signage.



What are the guidelines for mobile SMS marketing compliance in other countries outside of the USA and Canada.



Australia: The SPAM Act 2003 was recently updated on 24th June 2014. [Detail of the act can be found here](#). The Act sets up a scheme for regulating commercial email and other types of commercial electronic messages.

- Unsolicited commercial electronic messages must not be sent.
- Commercial electronic messages must include information about the individual or organization who authorized the sending of the message.
- Commercial electronic messages must contain a functional unsubscribe facility.
- Address-harvesting software must not be supplied, acquired or used.
- An electronic address list produced using address-harvesting software must not be supplied, acquired or used.
- The main remedies for breaches of this Act are civil penalties and injunctions.



New Zealand: [The Unsolicited Electronic Messages Act 2007](#) came into effect on September 5th 2007.

The Act covers email, fax, instant messaging, mobile/smart phone text (TXT) and image-based messages of a commercial nature. It does NOT cover Internet pop-ups or voice telemarketing.

The purposes of the Act are to:

- Prohibit unsolicited commercial electronic messages with a New Zealand link (i.e. messages sent to, from or within New Zealand)
- Require commercial electronic messages to **include accurate information about the person who authorized the sending of the message and a functional unsubscribe facility** to enable the recipient to instruct the sender that no further messages are to be sent to the recipient
- Prohibit address-harvesting software being used to create address

- lists for sending unsolicited commercial electronic messages
- Deter people from using information and communication technologies inappropriately.
- The Act is also intended to encourage good direct marketing practice by:
 - Requiring electronic messages to contain a functioning unsubscribe facility
 - Ensuring electronic messages are sent only to customers who have consented to receiving it
- Restricting the use of address-harvesting software.



Canada's Anti-Spam Law (CASL) is one of the toughest laws of its kind in the world, making its application and interpretation rather tricky.

This article outlines some of the highlights of the new legislation. **This is not legal guidance, and you should consult your own counsel for legal advice on how to interpret CASL.** You can also read more about CASL on fightspam.ga.ca.

What Activities CASL Covers:

CASL covers the sending of 'commercial electronic messages' that may be accessed by a computer in Canada (which usually just means cases where the recipient is in Canada). CASL covers more than just email -- it also covers texts, IMs, and automated cell phone messages sent to computers/phones in Canada.

Who can you Send Messages To?

CASL requires you to get explicit consent before sending someone a message. However, there are limited exceptions to the 'explicit consent' rule. There are three situations where 'implied consent' -- meaning you don't have a reason to believe you shouldn't send the email -- should be okay:

1) You have an active business relationship with the recipient.

An active business relationship exists if you have sold something to the recipient within the past 2 years, or the recipient has made an inquiry about your products at any point within the 6 months before you sent the email in question.

2) The recipient published his or her mobile number to a public website with no caveats about terms of being contacted.

For instance, if someone puts their email address or mobile number on their website, but doesn't include a caveat like "but don't send me anything" or "no spam, please".

3) Someone whose 'business activities' are relevant to the message you're sending has given you their contact info without indicating they don't want to receive your messages.

It's important to note that CASL provides some other exceptions that we don't go into here because they're less relevant to an average business situation.

There is a 36 month transition period ending June 30, 2017, during which time consent may be implied if the recipient has not explicitly withdrawn consent AND the recipient has either:

Purchased something from you in the past, or

Has made an inquiry of you at some point in the past

Note: This is the same idea as a business relationship explained above except that the time limits have been removed.

What 'Explicit Consent' Means.

All requests for consent must touch on the following three points:

- 1) Purpose(s): You must specify exactly why you want the consent (e.g., "We'd like to send you newsletters and occasional special offers").
- 2) Information: You must give your identifying/contact information as well as the contact info of anyone else you're getting the consent on behalf of. This includes name, mailing address, and a phone number or email for contact.
- 3) That they can "un-consent": You must tell them that if they want to withdraw their consent, they can.

You can get this in writing or verbally, but you should keep a record of when/how you obtained consent.

It's important to note that the recipient has to manually 'opt in,' so pre-checked checkboxes are not okay for getting consent.

One that the users check themselves is okay, as is a box that the users type their email addresses into with a submission button next to it that users hit, but those must also be accompanied with something explaining why you want their consent (the purpose), who you are (information), and that they can un-consent. Additionally, you can't just put "... and I consent to receive emails" into your website's legal copy.

What You Have to Include in Your SMS Messages

All messages you send must include the following three points:

- 1): Identity: You must identify yourself as the sender of the message, and give the identity of anyone you're sending it on behalf of.
- 2): Contact Info: You must provide contact information that lets the recipient easily contact you.
- 3): Unsubscribe Mechanism: You must give the recipient a free and easy way to unsubscribe via a link to a website.

That link has to be valid for at least 60 days, and you have to make sure the unsubscribe request is honored within 10 days.

Your Obligations and Ours

Ultimately, as the message-sender, you have to understand your obligations and determine how to be in compliance. You should review the CASL with your own counsel. If you use MOBIT for your mobile messaging and marketing, you have the tools you need to run a CASL-compliant mobile messaging program, though it is still solely your responsibility to ensure compliance with CASL.

You can learn more about CASL on their website -- fightspam.ga.ca.



United Kingdom: Privacy and Electronic Communications Regulations (PECR) came into effect in 2003.

PECR restrict unsolicited marketing by phone, fax, email, text, or other electronic message. There are different rules for different types of communication. The rules are generally stricter for marketing to individuals than for marketing to companies.

You will often need specific consent to send unsolicited direct marketing. The best way to obtain valid consent is to ask customers to tick opt-in boxes confirming they are happy to receive marketing calls, texts or emails from you.

Detailed information on the PECR can be found here <https://ico.org.uk/for-organisations/guide-to-pecr/electronic-and-telephone-marketing/>

Email marketing and text messages

You are only allowed to send marketing messages to individual customers if they've given you permission.

Emails or text messages must clearly indicate:

- *who you are*

- *that you're selling something*
- *what the promotions are, and any conditions*

Check that you aren't sending text messages to anyone who's asked not to receive them, using the Email Preference Service.

Every text message you send must give the person the ability to opt out of (or 'unsubscribe from') further messages.

How does the Telephone Preference Service (TPS) apply to text marketing?

The Telephone Preference Service (TPS) is a free service. It is the official central opt out register on which you can record your preference not to receive unsolicited sales or marketing calls.

It is a legal requirement that all organization's (including charities, voluntary organizations and political parties) do not make such calls to numbers registered on the TPS unless they have your consent to do so.

Organizations with which you have an ongoing relationship, for example those who regard you as a customer, (or in the case of charities - a donor) may well gather your consent during the early stages of your relationship with them and will therefore be entitled to call you even if your number is registered on TPS, unless you have previously told them specifically that you object to them calling you for marketing purposes.

As TPS registration only prevents marketing calls, organizations will still be able to call you for the purposes of genuine market research.

2. Phone or verbal permission

Various country legislation allows for permission to be obtained by phone or received in person verbally. In the case of permission by phone, we would recommend¹ that you obtain recorded permission and store this safely in case it is ever needed as proof of opt in. Generally speaking you should store documents of this nature of a period of five years.

For permission obtained 'in person' we recommend that you make a note of this permission in your CRM (or equivalent) and send an email to your contact with a link to your opt in web form.

LEGAL DISCLAIMER

The information provided in the above section is designed to help our users better understand the legal issues surrounding mobile messaging and marketing.

Information though is not the same as legal advice -- the application of law to an individual's specific circumstances. Although we have conducted research to better ensure that our information is accurate and useful, we insist that you consult a lawyer if you want professional assurance that our information, and your interpretation of it, is accurate.

To clarify further, you may not rely upon this information as legal advice, nor as a recommendation or endorsement of any particular legal understanding, and you should instead regard this article as intended for entertainment purposes only.

¹ MOBIT only provides this information as a guide to users. We DO NOT represent ourselves as legal counsel and in all cases, we recommend that you seek your own legal advice before you undertake and digital marketing activities.

SHORT CODES

An SMS ‘short code’ is generally between three (3) and six (6) numbers.

As a rule, consumer protection regulations put in place by organizations such as the Mobile Marketing Association (MMA) and the CTIA (The Wireless Association), require companies using short codes to ask permission before contacting an individual and to provide a certain level of value in exchange. Not only does this protect the consumer but it also allows you to run a more successful campaign as it helps you to build a greater rapport with your target consumers on their mobile device.



PROS

Short codes are carrier approved

Each short code is submitted and approved by carriers before running on their network. The process for this rigorous application takes around 12 - 15 weeks. Once approved, short code providers are then allowed to send and receive marketing or notification messages across the carrier networks. The amount that can be sent to a carrier depends both on the deal and technical limitations of the messaging provider’s platform.

Dedicated Short Codes

Dedicated short codes are very expensive. They range between \$1,200 - \$1,500 per month and require an initial setup fee of \$2,000 - \$5,000.

Large companies sometimes opt for a dedicated short code to ensure that their image and branding are upheld. When having a dedicated short code, no other brand can promote their code or send messages on it. Your short code is part of your brand. Further, a brand can select the numbers that they want for their short code and even spell out a specific word to align with their brand's identity. Every time a company sends a marketing message to their customers, they are sending it from the same short code, which helps to cement and build the brand's identity and relationship with the customer. Over time, this number will be just as noteworthy as a brand's logo and corporate identity. Next, a dedicated code enables that brand to be the first line of support for the customer, opposed to using a universal help message from the SMS vendor. Lastly, by using a dedicated short code, every message sent from that short code will be from the same brand and not confused with other messages from other brands.

Shared Short Codes

For the most part, 90% of companies would generally use a shared short code that is provided to them by the messaging provider. In the case of MOBIT, this shared short code number is 72000 in the USA. Each short code is different and specific to each country.

Each provider generally sells plans and packages that offers their customers the ability to use their short code, have their own keyword, and an allotted amount of text messages a month for a specified fee.

Shared short codes are an excellent way for any size of business to save money on text (SMS or MMS) campaigns. Messaging providers usually have a variety of text messaging packages to accommodate the needs of a variety of business needs.

By using this type of service, a business can send instant text message (SMS or MMS) to a single contact all the way up to thousands. Sharing a SMS short code is the most cost effective way to send mobile messages.



Short codes are more memorable (e.g. Text PIZZA to 72000) and easy to use for the consumer.



Will get shut down by the carriers for spam violations. Each carrier has different penalties and violations but most are universal.



Carriers either have an internal audit team or hire an external audit firm to monitor messaging campaigns live in market.



Carriers can change, allow, or add new features to short codes for companies, especially since they are a source of revenue for the carriers.



Can be instantly responded to at a point of sale or whilst consumers are mobile



Campaigns can be measured accurately and immediately. Only short code messaging can be fully monitored from initial point of entry to the carrier networks, all the way through to the handset.



Allow you to capture consumer data for future permission-based marketing campaigns. Long codes are not allowed to be used for marketing purposes.



Depending on the provider, short code message throughput is between 40 – 90 messages per second versus only 1 message per second for long codes.

CONS



Dedicated short codes have a set cost to purchase plus high ongoing fees. This is why shared short codes providers are more popular with most companies.



Short codes are limited to national borders, short codes must be approved and activated for each country by their carrier associations or authorized body.



You cannot call a short code number.

LONG CODES



A long code is an actual 10-digit phone number, which can be appealing if your company is local. Long codes are fine for companies looking to use SMS for notifications, alerts and other such activities but cannot be used for marketing purposes. Long codes are a good choice when a company would like to reach customers internationally. MOBIT for example use carrier approved international long codes for this purpose and route all 'out of country' messages via this number. We also receive all international messages to this number, and have the unique ability to track the inbound device number to the specific mobile campaign. We are the only company in the world with this intelligent capability.

Long codes are typically free or very inexpensive to use. Besides these few positives, long codes come with a lot of negative baggage.

Unlike short codes, long codes do not have definitive guidelines for acceptable use in the United States or Canada, and therefore lack any best practices recommendations. Long codes are not submitted to carriers and are not required to go through an approval process in the same way that short codes are.

Long codes are inexpensive and unregulated, which is why **text message spammers relish using long codes**. Finally, the messaging throughput with long codes is slower than a sloth creeping down a tree for his afternoon snack. In fact, leading providers can still only send 1 message per second on a long code. *That makes sending a messaging blast to a one million person database an 11 day adventure.*

Long codes for live events are not very practical at all for this very reason. For an audience size of 3000 people, a single response or broadcast message would take 50 minutes to deliver to each person's mobile device.

PROS



They are cheap if not free. Prices depend on how you acquire your long code, but usually you will pay either a small set-up cost or incur an ongoing cost of a few dollars a month.



You can send internationally (international rates apply) but the message throughput is still only 1 message per second.



Because long codes are unregulated, they do not require customers to opt-in to marketing messages. This does expose the marketer to hefty fines from the TCPA and CASL though if the correct opt in process is not used.



Users can send messages and make calls from the same number.



Easy setup and possible to launch same day. Shared short codes are similar in this respect.

CONS

-  Long Codes are not carrier approved in the USA and Canada and cannot be used for broadcast marketing. This is the greatest disadvantage for long codes in the USA and Canada.
-  Long codes are limited to throughput rates of one (1) message per second.
-  Long codes are 10 digits long and hard to remember.
-  Long codes are often used by spammers, hence why carriers regularly block or drop long code traffic.
-  Long code providers cannot guarantee message delivery to the consumer's mobile device.
-  Long codes are NOT approved for marketing use by the TCPA or CASL.
-  Long code traffic is not prioritized. All other SMS traffic (Peer to peer and Short codes) always take network priority. Messages can sometimes wait long periods of time to be sent.
-  Carriers generally 'drop' 40 – 60% of long code traffic if the source is 'server based traffic' i.e. not from handset to handset.
-  Since long codes don't follow MMA, CTIA, or carrier guidelines, both carriers and consumers can sue the party for sending unsolicited messages.
-  The ratio of inbound to outbound text traffic must be better than 1:3 for SMS long codes. There is no such restriction in place for short codes.

-  With multiple messages from a long code (i.e. sent via automated means to more than one recipient), there is a high probability that the long code and message will get blocked by the carrier.
-  Long codes are generally charged for both inbound and outbound messages e.g. 5 cents for each. With short codes, you only pay for outbound.

CONCLUSION

Unless there are exceptional circumstances, mobile marketers should always opt to use short codes to engage consumers via text messaging.

They are an officially recognized marketing practice, easier to use on the consumer end, and offer a range of business/billing models.

Regulations are never perfect in any industry, but the short code rules help to ensure that the industry is free of spam, which creates and overall a better experience for consumers and the brand image of businesses.

THE MOBILE RULES OF ENGAGEMENT

IT IS A VASTLY DIFFERENT WORLD TO EMAIL

Whilst it has become common place to hand out our primary, secondary, and many other fake email addresses in order to receive information and content, the same cannot be said for the mobile world.

As we generally only have one mobile number, we protect this with the urgency and specificity it deserves. Only those brands and friends we trust have access to our mobile numbers and if this access is abused then look out. You generally only get one crack at this relationship.

Because of the enormous value of the mobile channel and the ability of brands to engage on an intimate level, the real value of a list with confirmed mobile numbers with 'permission to market' (opt in permission) is ten times (10 X) that of email.

1,000 MOBILE LIST = 10,000 EMAIL LIST

GUIDANCE FOR YOUR MOBILE MARKETING



PERSONALIZE everything and where possible, make the information and content of your mobile campaigns as contextual as possible.



LESS IS MORE. How often would you like to receive information from your favorite brand to your mobile phone? Once a week or twice monthly? Whatever number you come up with, halve that number and halve it again. The end result is then your guide to follow. In most cases, this should never be greater than one message per week maximum.



HIGH RELEVANCE and HIGH VALUE. Unless your message/marketing material has high relevance or great value, don't send it. You will very quickly disengage your opt in list if you treat them in the same way you have been use to with email.



PERMISSION is required before you do anything. Having a mobile number on your list means nothing unless you have permission to engage on the mobile channel (SMS or MMS). In each country the laws are different. The most stringent is the USA and Canada where you must have express consent (opt in) in order to market to a list with mobile numbers.



NO SPAM EVER. The reason why the mobile channel is so powerful is that unlike email, the networks are highly regulated and controlled. Let's keep it that way.



ALL PROVIDERS ARE NOT EQUAL. There is a vast difference between service levels of providers and the delivery rates they are able to report on. In the main, providers with SMS '**short codes**' (e.g. 5 – 6 digits) are highly credible as they are carrier approved in the countries they operate. Short codes are the only numbers approved for marketing. **Long codes** (10 digits) can be obtained by anyone, are unregulated, and do not have the ability to confirm delivery confirmation to the mobile handset, and they are not approved by the carriers for carrying marketing related traffic. For the most part, these types of messages (SMS or MMS) are blocked but you will still be charged by the provider. abuse this trust.

OTHER PUBLICATIONS

Click on the book images below to download our other guides.

THE ULTIMATE GUIDE TO SMS MARKETING

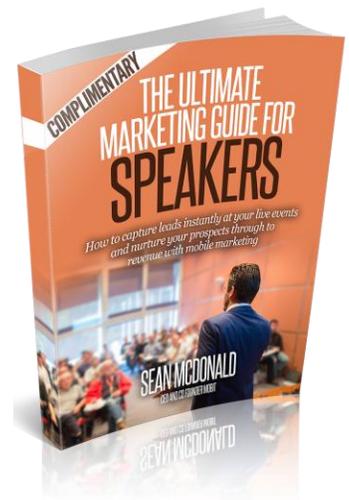
This *'Ultimate Guide to Mobile SMS Marketing'* has been compiled for any marketer or business owner to quickly understand the sometimes complex world of mobile SMS marketing. Recent anti-spam legislation around the world has promoted tighter restrictions on marketing both via email and mobile and the team at MOBIT think that's a good thing.

In this guide, we show you all the ins and outs, the dos and donts of mobile SMS marketing and highlight the many ways your business can enjoy the benefits of this awesome marketing and communication channel with MOBIT.



THE ULTIMATE MARKETING GUIDE FOR SPEAKERS

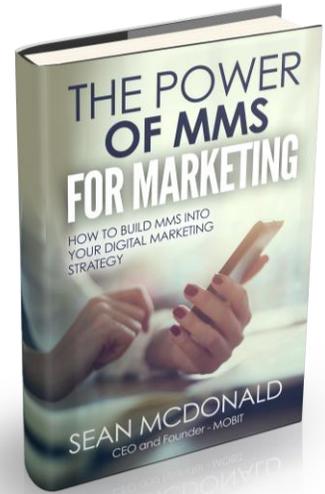
The art of 'speaking from the stage' is as old as the world itself. Whilst the team at MOBIT do not profess to be experts at speaking, we have hundreds of clients that are. We have walked their journeys with them over the last two years and enabled them to engage their audience pre and post event, capture leads, nurture these relationships, deliver upsell content like books, video training and membership programs and above all, maximize the value (revenue) from their time on the stage.



THE POWER OF MMS FOR MARKETING

Incorporating MMS messaging into your mobile marketing plan will help you to capture the attention of consumers, encourage them to share your content with others and influence their purchasing decisions.

This guide has been compiled for you to get a clear understanding of the uniqueness of MMS and how you can integrate this awesome channel to your overall marketing strategy.



ABOUT MOBIT

MOBIT is a 'Next Generation' Mobile Messaging and Marketing Automation platform that combines the speed, reach and ubiquity of SMS and MMS, the power of marketing automation, and the rich content of mobile landing pages, all integrated into one simple to use application.

MOBIT has transformed the way in which mobile messaging (SMS and MMS) can be used for marketing, communications, lead capture and so much more.

The uniqueness of MOBIT is the way we fully integrate our intelligent mobile landing pages as click links to your SMS and MMS campaigns. These rich multimedia landing pages are created with our 'pixel perfect drag and drop editor' and can incorporate dynamic merged content and lead capture forms.

To see the full feature list of MOBIT or speak to one of our mobile strategists, visit our website below.

WWW.MOBIT.COM