THE COMPLETE GUIDE TO MOBILE MARKETING AND MESSAGING

HOW TO BUILD AN EFFECTIVE DIGITAL STRATEGY ON THE MOBILE CHANNEL WHERE YOUR CUSTOMERS ARE LISTENING

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The Complete Guide to Mobile Messaging & Marketing has been compiled for any marketer or business owner to quickly understand the sometimes complex world of mobile SMS and MMS 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 marketing and messaging and highlight the many ways your business can enjoy the benefits of this awesome marketing and communication channel with MOBIT.
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INTRODUCTION

Mobile messaging and marketing (SMS and MMS) is really starting to shake the marketing world’s tree. It’s direct, it’s instant and you have a far higher probability that your recipient will not only read but also respond to your message. However, bombarding those who don’t want messaging on their phone is a good way to lose customers, so in the same way that email marketing requires consumer’s permission, mobile messaging requires you to ask your customers first before you can send out SMS or MMS messages.

Interactive Mobile Messaging (SMS and MMS) introduced by MOBIT in 2014 has turned the page of this once aged technology and now delivers awesome power, rich content and automation to marketers that enable them to truly engage their customers on the mobile channel where they are listening most.

To start with, building an opt-in list is a must. But this alone is not enough for successful mobile marketing. You must also grow your list and learn about your customers to send specific, personalized messages to different target groups based on their interests. You should also not forget that opt-ins expire!

When doing it right, your list should be growing and your campaigns will be more successful, delivering quality leads and sales for your business.

Whether you are starting from scratch or already have a collection of approved (permission obtained) numbers for your mobile campaign, this guide will take you through the next steps you need to get your campaigns running for the level you are at.

So let’s get started...
WHAT IS INTERACTIVE MOBILE MESSAGING?

Traditional SMS and MMS messages all follow the same pathway and deliver very similar outcomes. This is true for 99.9% of the SMS gateway providers in the world. The end result to the contact is a simple SMS or sometimes MMS message, occasionally with a website URL added to the message.

Let’s break this down into the component parts to understand the mechanics and both the user experience and result back the business or marketer.

TRADITIONAL SMS & MMS

Firstly, your **CRM system** or similar (e.g. excel spreadsheet) will contain a list of contacts with mobile numbers. For this example, let’s assume you have permission to market. From here, you will generally upload these to your **SMS provider** or connect via an API of sorts. The SMS Provider then sends the message when instructed. That is the end of their job unless a return message is received.

![Diagram showing the process from CRM, SMS Provider, Contact, and Simple SMS Message to a possible response path and Web Page]

Once the **contact** in your list receives their **simple SMS message**, they can opt out, respond with a text or simply ignore the message.
You can of course add a **short URL link to a page on your website** or a sales page but at this point, once they leave your text message, you have no way of knowing where your visitor has gone from there. Many providers view this simple function of inserting a URL as ‘intelligent automation’. Sadly, it is far from that. If you are directing your **contact** to a landing page with a form to complete, you can capture more information at this point BUT, the form will not be talking to your SMS provider and thus, you cannot imitate any other automation such as adding them to a follow-up SMS message or directing them to a nurture campaign if the form is not completed.

**Some SMS providers** can return a simple response to your CRM system but generally this is very cumbersome and time intensive on the part of your contact. It also costs your prospect or customer an SMS charge for each response which is not ideal. As the ‘marketer’ you are also incurring an additional charge each time a message is sent and received¹

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¹ Send and Receive message rates depend on the provider and whether you are using Short Codes or Long Codes. Most Short Code providers do not charge for ‘in-bound’ messages.
Your costs as a marketer also add up. Each time you ask for more information e.g. what is your email address, what is your favorite color, equates to an additional SMS charge from your provider. Above all, it is a very manual process for all parties involved and not a great user experience.

**INTERACTIVE MESSAGING (SMS & MMS)**

MOBIT developed **Interactive messaging technology** in mid-2014. Released as a standalone platform, fully integrated to Infusionsoft and now integrated with Zapier, any CRM, Marketing Automation system or third party application can connect to MOBIT.

The ‘Interactive’ prefix refers to the way in which MOBIT’s messaging platform wraps intelligence around the SMS & MMS message and delivers unique mobile landing page content to the smartphone. The image below shows an example of this. All of this is created very simply in the MOBIT application.
Unlike typical SMS providers that stand outside your application, MOBIT integrates with your CRM and Marketing System and works in unison with your various marketing campaigns and automation logic. MOBIT can also be used as a standalone mobile marketing automation platform.

Regardless of your integration type, your application tells MOBIT what and when to start your mobile campaign and send to which contact or contact segment.

Each contact receives their ‘Interactive personalized message’ with a unique automation and tracking link that when clicked, directs them to their ‘Interactive mobile page’. Any information from MOBIT or your CRM system can be merged with content on the page or if unknown, you can use MOBIT’s own forms to capture detailed contact information. On form submission, this data is immediately available in MOBIT or your CRM system to trigger and initiate other email or mobile campaign nurture sequences via advanced automation rules and logic.
COST EFFECTIVE AND A GREAT USER MOBILE USER EXPERIENCE

Unlike traditional text providers that require users to respond with multiple messages to receive information back, not only is this difficult to interpret (which message should be merged with which contact field – if you can at all!), the cost to the marketer and user plus the generally crappy user experience makes this a rather poor solution.

The traditional message that took five messages (inbound and outbound) at a cost of around 25 cents to receive three (3) pieces of contact information can now be performed with one simple MOBIT message. Not only that, the MOBIT forms and pages are so advanced, they can be used to capture hundreds of different types of contact information and even be used for complex customer surveys, all through one single text message.

Pricing varies from country to country and depending on message type – SMS versus MMS. MMS is only available in the USA as of September 2016. Expected in Canada and UK by mid-2017.
KEY BENEFITS OF INTERACTIVE MESSAGING

- Messages are the same low text charge as other providers.
- A fantastic user experience built for the smartphone environment.
- High open rates (+98%) and Click through rates (+40%)
- Messages can be sent and received anywhere in the world.
- Dynamic marketing contact can be delivered to your audience in seconds, without being blocked by spam blockers.
- One message can capture unlimited profile information from your lists.
- Virtually any media type (MP3/4, YouTube, Vimeo, Wistia, iFrame, images, picture galleries etc...) can added to the Interactive Mobile Pages.
- Rules based automation logic can direct your contacts to various drip campaigns based on their level of interaction with your messages and pages.
- Working in conjunction with your email campaigns, mobile messaging will dramatically improve your engagement and conversion rates.
LEGAL COMPLIANCE

CONSULT YOUR ATTORNEY

This guide is not, nor should it supplement, legal advice. Please personally consult an attorney for specific counsel about mobile marketing and messaging legalities. This section provides information about various countries anti-spam legislation and how it relates to the mobile marketing industry.

PERMISSION TO MARKET BY COUNTRY

United States: Post October 16th 2013, the TCPA states that consumers must be provided with a very clear indication as to the volume of any SMS messages they may receive before they opt in. There must also be clearly outlined terms and conditions, plus a clear way to opt out or unsubscribe at any time. The TCPA was introduced in 1991 and then revised in 2013 to include very stringent guidelines that must be followed. Passed in 1991, The Telephone Consumer Protection Act (‘TCPA’) regulates calls and texts made to consumers. The Federal Communications Commission (“FCC”) governs implementation of the TCPA. Simply, the TCPA allows consumers to collect damages for unsolicited telemarketing.

Does the TCPA (Telephone Consumer Protection Act) apply to me?

The TCPA legislation only applies to the United States and companies marketing into that region via SMS/MMS. 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.
Compliance Mandate

In accordance with the Telephone Consumer Protection Act and other applicable law, marketers must ensure that their customers and other users read and agree, in writing, to/that:

- Receive marketing text messages from each specific brand to the mobile number provided;
- Understand they are not required to provide consent as a condition of purchasing goods or services
- By signing up, customers are confirming they are over the age of 13
- Realize marketers will send mobile text messages using automated technology

Compliant Messages

To comply with regulatory guidelines, brands should use the following text:

Via SMS

[Program Name]. Message & Data Rates May Apply. Periodic Messaging. Text STOP to end, text HELP for info. Terms of Use & Privacy Policy [links].

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.
From a website (i.e. online form)

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, it is highly recommended that you 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.

By checking this box and clicking 'Submit', I provide my consent to receive text messages from [#CompanyName#] 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 [#CompanyPhone#]. 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.

In all cases though, MOBIT recognize the TCPA and CASL (Canada) as ‘best practice’ for mobile marketing and as such, we recommend that this language is used³. Unless you use very specific disclosure language you run the risk of being in breach of the TCPA and CASL and being fined up to $500 - $1500 per non-compliant text message.

Examples of compliant website opt in pages

³ The information provided is in no way legal counsel and should not be treated as such.
I consent to receive coupons and promotions news from Pizza Hut, its
franchisees and affiliates, and understand and agree that my information
will be used as described here and in Pizza Hut’s Privacy Policy located at
http://pizzahut.com/privacy and Terms of Service located at
http://pizzahut.com/terms. If I selected the option to receive text
messages, I further agree to receive up to 5 autodialed text messages per
month from and on behalf of Pizza Hut at the phone number I have
provided above. I understand that not all carriers are covered and Pizza
Hut will not charge me for the text messages; however, standard
text/data rates apply. I understand that my consent is not required and is
not a condition of any purchase. I further understand that checking this
box constitutes my signature. Text HELP to MYHUT (69488) for help. To
opt out, text STOP to MYHUT. You will receive a text message confirming
your opt-out. These terms and instructions do not apply to messages sent
by franchisees, which are independent companies not operated by Pizza
Hut. Contact them directly for instructions.

See example @ bit.ly/pizzahutTCPA

Max 3 msgs/wk. Msg&data rates may apply. By texting JOIN from my
mobile number, I agree to receive marketing text messages generated by
an automated dialer from Macy’s to this number. I understand that consent is not required to make a purchase.

See example @ bit.ly/macysTCPA

To sign up for Target text messages, you need to consent to receive Target text message disclosures ("Disclosures") electronically. This is a one-time consent to receive electronic disclosures. If you do not consent, you will not be able to sign up for Target text messages. All Disclosures will be considered "in writing." You should print or store a copy of this Consent and any Disclosure that is important to you. To access and retain these Disclosures, you must have a SSL-enabled web browser and capability to print or store the Disclosures. We will provide a paper copy of the Disclosure, at no cost, if you write to us at Guest Relations, MS 2A-B, P.O. Box 9350, Minneapolis, MN 55440-9350.

By checking this box, you are demonstrating you can access Disclosures electronically, you are providing your signature, and you wish to receive Disclosures electronically. By checking this box and clicking the “sign up” button below, I consent to receive text messages via automated technology from Target to my mobile phone number above.
Consent to receive messages is not a condition to make a purchase. By creating an account you are agreeing to our Terms of Service, Privacy Policy and that you are at least 13 years old. Message and data rates may apply. Text HELP to 827438 for info. Text STOP to 827438 to cancel (you’ll receive a confirmation text or further instructions). Receive up to 5 messages per month. Mobile web access required.

See example @ bit.ly/targetTCPA

**Guidelines for mobile opt in from print advertising**

We recommend that you use the following template to remain TCPA & CASL 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.
Canada: 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 [www.fightspam.ga.ca](http://www.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 (3) 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.

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 text 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 your messaging provider

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 www.http://www.fightspam.ga.ca

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.

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 purpose of the act is 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.

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

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.

The TPS can accept the registration of mobile telephone numbers, however it is important to note that this will prevent the receipt of marketing voice calls but not SMS (text) messages. If you wish to stop receiving SMS marketing messages, please send an ‘opt-out’ request to the company involved.

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

WHAT IS A MOBILE KEYWORD

A keyword is a short and memorable name that is sent via text to a short number (i.e short code). ‘Text to Join’ keywords are short words made of letters and/or numbers that can be sent to a text number in order to trigger a response. Keywords normally trigger an opt-in flow, but can also be used as replies from customers who has already opted-in as a response to a question or poll. The keyword should be something short and easy to remember like the brand or something related to the brand and should never be more than one word e.g. text BALLY to 72000.

50% OFF YOUR NEXT PURCHASE
Text BALLY to 72000

& subscribe to receive recurring SMS offers.
By participating, you consent to receive text messages sent by an automatic telephone dialling system. Consent to these terms is not a condition of purchase.
Message and data rates may apply.
Text "STOP" to opt-out.
T&C/Privacy Policy: www.examplebally.com/sms-terms

TIPS FOR SELECTING YOUR KEYWORD

Make it easy to remember and if possible, use short codes i.e 72000 as against long codes i.e 212 521 7162 as apart from anything else (. Some people will not have their mobile phone on them when they see your mobile campaign, you have to make it easy enough for them to remember until they get to their mobile phone.

An example of a bad mobile keyword that people couldn’t remember would be “Text HOTMANNA45674 to 21251251”.
Don’t be too clever. A business owner may realize that the keyword PIZZA is already taken, so they try to be clever and replace the Z’s in pizza with S’s.

Don’t use special characters. It’s hard enough to find the standard letters and numbers on a phone’s keypad, you don’t want to make it hard for customers to join your list. An example of a bad mobile keyword that has special characters would be “Text PI$$A to 72000”.

Stick with one word. To make things simple, try to find a mobile keyword that is only one word. If you must have a mobile keyword that is two words (i.e. BIG SALE), we would suggest purchasing two keywords, one without the space between the two words (i.e. BIGSALE) and the other with the space between the two words (i.e BIG SALE). You have to remember, a computer only does what it’s told. If your keyword has a space between the two words and one of your customers doesn’t include that space, the computer won’t know which group they are trying to join.

Keep it short. Let’s face it, it’s not the easiest thing in the world to type on a mobile phone keypad. An example of a bad mobile keyword that is way too long would be “Text HORSERACING to 72000”.

LONG CODES AND SHORT CODES, SHOULD I CARE?

Whilst each (long codes and short codes) have 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 and CASL), the penalties for delivery text messages to an unsuspecting consumer is at minimum $1500 US PER MESSAGE.

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.

At MOBIT, our vision and purpose has always been to protect the integrity of the mobile channel and more importantly, to ensure that only those people that wish to receive messages on this channel do so. We have all lived through email marketing and the vast amounts of spam we now receive on a daily basis. Imagine this level of spam being delivered to our mobile phone SMS inbox. NO THANKS.

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.

One of the larger problems associated with SMS long codes for mobile marketers is the fact that network carriers regularly block or ‘drop’ this lower level traffic in favor of prioritized short code messages.
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 a few simple points to help you understand short code vs long codes.

**THE SHORT CODE (E.G. 72000)**

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) requires 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.

*SMS Long Codes are not subject to the same degree of attention and are therefore often seen as SPAM on the carriers networks and rejected as such.*
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 their messaging provider. In the case of MOBIT, this shared short code number is 72000 in the USA and Canada.

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 short code is the most cost effective way to send mobile messages.

**PROS**

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

- Short codes are bound by a stringent set of guidelines set down by Neustar and the carrier associations around the world.

- 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 boarders, short codes must be approved and activated for each country by their carrier associations or authorized body.

You cannot call a short code number.

**THE SMS LONG CODE**

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 by the TCPA/CASL.
Long code traffic is not prioritized like short code traffic. 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.

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.
Receiving an appointment reminder from the dentist or a notification that check-in is open for your flight are two of the many hundreds of ways SMS marketing adds value to customers. For the most part, customers are happy to receive such messages as they are predominantly opt-in and add value to them.

The prevalence of mobile technology and our increasing reliability on smartphones managing both business and personal lives means reaching those devices allows you to reach the audience. As long as the message offers value, is timely and a regular daily event, the huge majority of opted-in recipients view such messages positively. This means the messages you send are already off to a great start.

In an increasingly advert and content drowned world, getting the message into our audience is becoming an uphill struggle. Email now is now only delivering 20% of the conversions that it once did only a few years ago and it is predicted to fall to single digit open rates by 2018.

A carefully constructed mobile messaging marketing campaign can reach those that otherwise cannot be reached. It can engage those that would otherwise be blind to your content and deliver engagement in those that would usually ignore marketing messages.

Interactive messaging and marketing comprises of five distinct components, the message delivery type (SMS or MMS), the mobile page that delivers your content, the automation that tracks message and page behavior, the carrier networks that deliver the message and finally, an integration capability to your own CRM or marketing system.
Marketers will identify the audience, create the awareness, build the need and then devise the mobile campaign. The medium or the provider will deliver it to that audience via the global SMS network. Preference though is via the SMS short code network e.g 72000 as against a long code number e.g (219) 212 4433 as the former was designed and architected specifically for marketing use and enjoys many unique characteristics and benefits not afford to cheap long code providers.

One of the many mistruths perpetuated by the industry itself and their marketer’s is that a simple text provider (of which there are thousands), cobbled together with third party solutions and subscriptions is ‘interactive mobile messaging’. This is certainly not the case. Just as MailChimp is a great email platform, it is not a marketing automation platform.

So when choosing a provider, your first task is to decide what it is you are looking for, simple text messages, or mobile messaging and marketing platform. Regardless of your requirements, there are key ingredients that you should ‘check off’ before jumping into bed with a provider.

WHY YOU NEED A QUALITY PROVIDER

The great strength of mobile messaging and marketing is in being able to reach only those targeted recipients at a suitable time. Messages that are not delivered, sent to the wrong person, are late or arrive at the wrong time will negatively impact your brand. They will also lose you customers pretty quickly!

If you’re sending an authentication text, emergency message or other time-sensitive message, delays or non-delivery will have serious repercussions in any situation.

There is also the issue of less trustworthy companies- those that use standard SIMS added to servers (purchased across the counter) to send bulk messages in violation of network Terms of Service, and those who don’t offer guarantees.
These companies are not good for your business and should be avoided at all cost. They are sometimes referred to as ‘grey traffic’ providers. Worse though, there are companies that do offer guarantees and ‘pretty delivery graphs’ when in reality, they are nothing more than drawings and lines on a page. Beware of these providers.

HOW TO CHOOSE A GOOD MESSAGING PROVIDER

Choosing a good messaging provider is similar to selecting any other strategic partner. Cost is of course an issue, but quality and reliability are more important in this situation. Given that timely messages and reliable delivery mechanisms are more important to the success of the campaign than the actual cost per message, it has to be the primary consideration.

So then, if you’re considering mobile messaging for your business, we have provided a check list below to make it easier for you.

<table>
<thead>
<tr>
<th>First, please answer the following questions:</th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>1. Is your message content more than 160 characters?</td>
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<td></td>
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<tr>
<td>2. Are you messages for simple notifications and reminders?</td>
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<tr>
<td>3. Would you like to capture leads from your messaging campaigns?</td>
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<td>4. Would you like to use video and images in your messaging?</td>
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<td>5. Will you be using social media to drive traffic to your mobile messaging campaign?</td>
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<td>6. Would you like to use video and images in your messaging?</td>
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<td>7. Would you like to capture leads from your messaging campaigns?</td>
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<tr>
<td>8. Would you like to capture two or more fields of information from your leads?</td>
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</table>
9. Do you need automated follow-up messages and reminders?

Your Score:

A. If you answered **YES** to Question 2 then you are looking for a **simple SMS provider**. If you also answered **YES** to Question 4 then you are looking for a provider than can deliver MMS (Picture and video texts) as well.

B. If you answered **YES** to one or more of the other questions then you are looking for an **interactive mobile messaging provider** such as MOBIT.

More Questions for you to consider:

The purpose of the section is not to propose a vendor or create bias but rather arm you with a set of questions that you can rank against the vendors that you are considering. Highlight those questions below that are 'must have' and make sure you have as many **YES** answers against those questions.

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<th>Highlight your MUST HAVE requirements:</th>
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<tr>
<td>1. Is the provider's cost per message competitive?</td>
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<td>2. Does the provider support MMS and at the same rate as SMS?</td>
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<td>3. Does the provider use network short codes?</td>
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<td>4. Do they guarantee (proof) message delivery to the handset?</td>
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<td>5. Are message engagement rates (open and click thru rates) tracked?</td>
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<td>6. Are they a carrier approved provider? (HINT: <strong>If they use short codes then they will be</strong>)</td>
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<td>Question</td>
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<td>7. Do they deliver messages in excess of 60 msgs/second? Can they prove it?</td>
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<td>8. Are there any hidden costs or charges?</td>
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<td>9. Do they provide ‘text to join’ mobile keywords?</td>
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<td>10. Do they provide a ‘done for you’ campaign setup service?</td>
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<td>11. Do they provide phone support in your time zone?</td>
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<td>12. Are there any minimum purchase or usage requirements?</td>
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<td>13. Do they have a contact management system or CRM?</td>
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<td>14. Do they offer data merge fields to the message?</td>
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<td>15. Do they offer data merge fields to the mobile pages?</td>
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<td>16. Do they deliver to every network provider in your country?</td>
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<td>17. Do they provide ‘mobile page’ behavioral tracking?</td>
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<td>18. Do their mobile pages provide lead capture forms?</td>
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<td>19. Does your provider integrate to your CRM or marketing system?</td>
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<td>20. Do they provide an import and export function for contacts, mobile numbers and other data fields?</td>
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<tr>
<td>21. Does their gateway support your protocol of choice? E.g. XML, HTTPS, SMTP?</td>
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<td>22. Is the platform easy to use and is training provided?</td>
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26. Is their platform standalone or do you need another application and subscription plan to use the service?

27. Does the provider provide detailed reports and conversion analysis from their application?

28. Do they offer detailed message response automation?

29. Do they provide two-way messaging?

30. Does the provider offer a FREE Trial?

31. Do they have a list of companies using their service and do they have great testimonials?

The answers to these questions should sit alongside your gut instinct to let you know whether the provider can deliver the quality of service you need to make your mobile campaigns a success.

The provider that offers you **the most functionality**, the **most guarantees**, who delivers **robust reporting tools** so you can see where and when your **messages are delivered**, uses mainly **Tier-1 networks** to deliver those messages, and **doesn't hide charges** or time-limit credits are ones worthy of considering.

If that provider also offers multi-channel support, an easy to use UI with which to create and send those messages, response handling that you can use and offers a trial period and share glowing testimonials should be worth extra consideration.

Whether you’re a seasoned marketing professional or are new to the mobile channel, selecting a provider involves the same processes. Asking lots of questions, reading plenty of small print and trying before you buy is the only way you’ll ever know for sure.

If you’d like to find out more about how we can help you out then [get in touch with us here](#).
HOW TO GROW YOUR MOBILE LISTS

HAVING PEOPLE ‘OPT-IN’ TO RECEIVE YOUR MESSAGES

Using the mobile ‘keyword’ for opt in

The hardest part is getting people to that first step, getting someone to text that keyword to your short code.

SMS marketing alone is ineffective. It takes more than a keyword and a short code for SMS marketing to work. SMS works in conjunction with other marketing efforts. The other marketing efforts that are paired with SMS are how you let people know about your promotion and offers and why they should take advantage of it.

Imagine having a phone number but never giving it out to anyone, you would never get any calls right? It is the same way with SMS marketing, if you never let anyone know what to text to what number, then they never will.

In order to add people to your list, they need to text you first, and you have to tell them how. If you never tell anyone, they will never know about and it will never be used.

People also need to be persuaded to take action. Before someone is willing to text your keyword to the short code advertised, they need a reason why. There needs to be a valuable Call-to-Action before someone will make that first step.
This could be something like text a keyword for a free seat to your seminar, text a keyword to get something free or text a keyword to get valuable content only available via this medium; these are things that will give people a reason to use your keyword.

*Without a promotion of any sort with an external call-to-action no one will take the effort to make the text.*

After that first step is taken, the rest is up to you and the mobile software (e.g. MOBIT) you are using.

After the person has sent a text with the keyword to your short code, they have triggered an action at the software level; at the same time they have also opted into your list that has phone numbers from everyone who has previously texted the short code.

The most common action triggered at the software level is an auto responder that instantly replies to the person who sent the text. For compliance reasons, the first auto response that your audience will receive is a permission acceptance text. In the case of MOBIT, they are delivered a link to a unique mobile web page that asks them to provide a few details after reading the disclaimer.
After they receive the response and provide opt in permission, the process is over, they answered your call to action and now they can receive your promotion, offer or great content. Their mobile number is now part of your list and based on the rules you have setup in your MOBIT campaign (if you are using MOBIT), can be routed to any other action, campaign or follow-up offer.

Oh, and one other thing, we always recommend that you make it clear to your prospective customer that they can unsubscribe at any time. Go even one step further and tell them where the link is.

This way, they are reassured that you are a professional company, value their privacy and they are then more inclined to engage with your messages in the future. If they suspect that you will bombard their MOBILE with SPAM messages, they will be stopped in their tracks.

WAYS TO GROW YOUR MOBILE LISTS

*Online/Email*

It doesn’t matter if you are asking people to text in your keyword or use a sign-up widget – the Internet can increase your contact list quickly and easily.

If you already have an email list then utilize that too, to find out if they would like to be added to your text message service. Offer an incentive to join (such as a voucher, a free gift or discount when they purchase from you) and you can build an opt-in list very quickly, making this system a great way to communicate with both existing and potential customers.

If you are using a sign-up widget such as the form that we provide by MOBIT, then this too is an ideal opportunity to incentivize your customers with a deal that would benefit them.

Remember, the customer will always ask: “*What’s in it for me?*” so give them a good reason to opt in.
In-store Promotions

A bit of ‘face time’ with your customers is also an ideal opportunity to encourage them to opt in to receive discounts and special offers. If you’re working in-store then it also presents your company with a more ‘human face’, and subsequently they are more likely to opt in.

If you have a website you can also encourage customers to complete the form and point out that by adding a mobile number to their profile, they can receive important messages and deals from your ‘real world’ shop as well as your online store.

Radio

Don’t underestimate the power of radio. If you are advertising on the radio, use it to maximum advantage by adding a ‘call-to-action’ that promotes texting. Give listeners a keyword or short code that they can then text to a number to get more information or a special offer.

MOBIT offers all users FREE keyword to use on our special country short-codes that are great for this. Our clients have enjoyed stellar results with radio advertising.

Outdoor advertising

If they’re positioned correctly, billboards have the potential to reach a lot of customers and are an effective method of raising brand awareness.

Adding a ‘call-to-action’ that includes a simple text messaging element can seriously boost the effectiveness of a billboard advertising campaign.

Social Media

The popularity of Facebook and Twitter is a fantastic chance for businesses to really crank up their SMS campaigns and get more people to opt in. Web widget forms are extremely effective in building subscribers, but why not have your followers be a little more proactive.
Give them a keyword or code and get them to text it in to opt into your contact list. But remember, they’ll need an incentive to do so. Make sure that there’s always ‘something in it for them’. This can be as simple as receiving a special report, video link, webinar replay or eBook that can only be received from a text in to your short code. Make the offer enticing but elusive and exclusive.

**Newsletters**

If you are sending out newsletters you can give people that exclusive keyword that encourages them to text into your opt-in list to get the latest news from your company. Again, offer them something that can only be received when they opt in to your mobile list.

**Contests**

This is the ultimate in incentivizing your customers. A chance to win something is a great way to build customer loyalty and to generate a buzz about a new project. But remember, they can only enter the contest if they opt in, so as a marketing concept it’s also got long-term ‘legs’ too.
MMS – MULTIMEDIA MESSAGE SERVICE

WHAT IS IT AND HOW TO USE IT

MMS stands for ‘Multimedia Messaging Service.’ By utilizing MMS, marketers can extend the core functionality of MMS’s closely-related mobile messaging cousin, SMS. Whereas SMS lets marketers deliver a text message of up to 160 characters in length, MMS enables the distribution of multimedia content such as pictures, music or video. When executed well, the enhanced richness increases customer engagement, as campaigns can draw on combinations of various branded elements.

Though MMS has been around for a while, technological limitations previously prevented widespread adoption for brand-to-consumer communication. At present, telecommunication networks have sufficient bandwidth and the average consumer’s cell phone has sufficient technology to make MMS an easy-to-use standard for brand-consumer mobile dialogues.

Best of all, just like SMS, MMS messages go to a customer’s messaging inbox. This high importance placement on a mobile phone makes for extremely efficient and interactive communication. Customers read every MMS they receive –usually within minutes after receipt –and respond accordingly. Plus, MMS can go beyond standard pictures, audio or video. Marketers can launch campaigns that use GIFs, scannable coupons and any other type of rich media.

Factoid: Consumers have used MMS enabled phones since 2002. In 2012, U.S. citizens consumed 2.241 trillion cell phone minutes, 2.052 trillion SMS and 56.6 billion MMS.
Like all direct marketing channels, marketers’ biggest challenge with MMS is execution.

Understanding key best practices and specifications before launching a campaign will result in much more compelling and actionable results. This eBook contains everything a marketer needs to know in order to create MMS mobile marketing campaigns that customers love.

ANALYSIS OF MMS AS A MARKETING CHANNEL -

MMS Has Grown Rapidly Since 2005

The stats behind MMS reveal a rapidly growing channel that has enormous potential for revenue generation and customer engagement. For more stats and insight into MMS, feel free to reach out.

MMS Has Enormous Revenue Potential

U.S. consumers sent and received 207 billion MMS messages in 2011. This volume projects to increase 182% to 387.5 billion by 2016. This level of MMS, representing ~1.7% of global messaging traffic, will equal 10.6% of global messaging revenues (for numbers heads out there, MMS will generate ~$20.7 billion USD by 2016).
MMS works non-natively on 95% of mobile devices in the U.S. – a figure that constantly grows. When including non-native accessibility, 98% of all U.S customers can use MMS.

Our audience and prospects read 97% of MMS messages, with 87% of those opens occurring within the first 60 minutes.

The personal nature of video and picture messaging make it popular during festive times, as 57% of Americans and Canadians send MMS on Christmas, New Years and Valentine’s Day.

The average conversion rate (people that click through when a message is received) is on average 30%. Compare this to email which is less than 1% at best.

MMS provides a return on investment 10X higher than email for redemptions and purchases when used in retail. Mobile coupons also have a 10X higher redemption rate than traditional coupons.
THE VALUE PROPOSITION OF MMS

When it comes to sending messages to consumers via mobile, you have two basic options: Short Message Service (SMS) or Multimedia Message Service (MMS). Although both of these messaging options can be useful for brands, MMS messaging offers several advantages over SMS messaging that make it a better option for many purposes.

Both SMS and MMS are types of messages that may be sent and received via mobile. While SMS messages contain only a limited amount of text (160 characters), MMS messages can contain up to 2000 characters, along with pictures and/or video content.

These two types of messages are also transmitted differently. SMS messages are transmitted to consumers without the use of the internet.
MMS messages, on the other hand, use the internet to reach their intended recipients.

Not all phones are capable of receiving MMS messages. However, consumers with phones that are not MMS-enabled can still view these messages in a web browser.

**ADVANTAGES OF MMS**

MMS messages offer a variety of advantages that make them appealing to brands and consumers. Here are four reasons to send MMS instead of SMS messages.

1. *No character limitations.*

When you send plain SMS messages, you are limited to 160 characters unless of course if you are using MOBIT where the user is directed to their mobile page for the content of the message or promotion. MMS messages, on the other hand, don’t impose these limitations. In addition, MMS messages allow you to send pictures and videos in addition to text, which can capture consumers’ attention and express the message you hope to convey much more effectively.

2. *Shareability.*

Because of the use of multiple forms of media, MMS messages are more likely to be entertaining or interesting enough for consumers to pass on to their friends and family.

In fact, subscribers are eight times more likely to share MMS content to social networks than they are to share SMS content.

The more your content is shared, the more people the message will reach.
3. *Grabs attention instantly.*

MMS content grabs consumers’ attention and communicates your intended message in an instant. The conversion rates of your mobile campaigns increase exponentially with the inclusion of an attention grabbing image of video.

Adding automation and landing page intelligence to your MMS campaigns will double and even triple your return on investment.

4. *Video is a huge influencer.*

Video content holds great power with the average consumer. In fact, ninety percent (90%) of consumers say that they find informational or promotional videos helpful when they are making shopping and/or purchasing decisions. Using MMS messaging to send videos to consumers allows you to steer them toward your products or services.

**NOTE:** You can send up to a 30 second video with MMS so it pays to ensure your video really ‘pops’ on the page when viewed.

**GETTING YOUR CONTENT JUST RIGHT**

Keep these details in mind to ensure your MMS campaigns deliver the highest quality content.

- Avoid tiny text and graphical details. An MMS message goes through a lot of steps before it’s finally perfectly formatted for the end-user’s device. Once the image is sized down and compressed, you don’t want to risk it becoming blurry on a lower-resolution mobile phone.
  Remember to test and retest your images.
- For video, avoid fast-moving videos and rapid scene changes. You want to make sure that messages stick with your customers.
- If you’re sending a video, be sure to take a look at the fixed frame. You don’t want to have the video’s one frozen frame be ineffectively used. You have a limited amount of space and time, so use that wisely.
• While an MMS is technically unlimited in size, MOBIT recommends an MMS message size of around 300KB—this should be enough for a high quality rectangular advertisement and even animated images.

READY FIRE HOPE IS NOT THE ANSWER

*Automation is the key to your success with MMS*

Whilst any number of simple text providers can blast out MMS messages to your list, the value and certainly the ROI is not to be found in this exercise. We call this the ‘Ready Fire Hope’ approach.

As the cost of MMS is twice that of SMS, the returns from a well thought out strategy, and campaign automation that is driven by behavioral analytics will far exceed those campaigns using the ‘Ready Fire Hope’ approach. The same can be said for any form of marketing really.

A postcard offer quickly assembled and dispatched to a recently purchased mailing list will more than likely deliver a similar crappy result.
The key to MMS and even SMS marketing is NOT the message itself but rather the destination you are driving your audience to, and then to know what they do when they get there. In the case of MMS where you have a video or image embedded in the initial text message, your conversion rates will be much higher than its SMS cousin (plain text or with link).

Regardless of whether it’s SMS or MMS, the destination point is where you must place your attention and more importantly, measure the interaction. **If you can’t measure your customer interaction at the destination point, then don’t bother.**

Where most marketers fail with mobile marketing is when the ‘Ready Fire Hope’ approach is used. To avoid this then at all costs, here are the essential items to check off when undertaking any form of mobile marketing via SMS or MMS.

- Optimize your images and videos for mobile viewing. E.g. small image sizes <1mb and short length videos <30 seconds.
- Design your mobile landing pages in such a way as to inspire your audience to take action.
- Unless you are using SMS for simple notifications or alerts, always use Intelligent URL links that track not only the ‘click link’ but the full end path destination of your audience and everything in between.
- Create rule based follow-up actions on your landing pages that enable you to segment your campaign interactions (interested or non-interested) and initiate follow-up nurture campaigns (mobile, email or both).
- Segment your audience and send personalized and ‘interest specific’ content to each group. E.g. A mobile campaign marketing handbags to single men over 50 is probably not the best use of your time or theirs.
GETTING IT RIGHT WITH MMS

The success of any mobile marketing campaign, particularly MMS comes down to understanding the opportunities available and how to take advantage of them. To ensure you get the most value from your MMS campaigns, take a look at some mobile marketing best practice below.

**Opportunity**

Customer preferences result in certain types of rich media producing better response rates than others.

**Strategy**

Use various type of multimedia content in your MMS campaigns to see which delivers the best result for each list and segment. Animated GIFS, short video with audio, static images etc.… will all deliver varying results depending on the viewing audience. As a general rule, video with audio will attract the highest interest and conversion rates across all age demographics. Make sure that the MMS provider you are using can track and measure response rates for each campaign and collect data to understand how your customers interact with various content types. From there, implement A/B split testing to pinpoint the exact content that creates the desired response for specific customer segments.
Opportunity

The flexibility to change your MMS campaigns (multimedia content types and text message) enables you to react to changing market conditions and response behaviours instantly.

Strategy

Use a flexible self-service mobile marketing platform that allows for easy changes on the fly without ‘change control’ costs.

Many simple MMS platforms require that marketers have all campaigns created at the beginning of a contract so that the vendor can format and input campaigns into a rigid system that is hard to change once the campaign is live. Many older MMS platforms apply hefty ‘change control’ costs if you need to change anything mid campaign.

By using a easy to use self-service platform (like MOBIT), you can build new campaigns or adjust existing campaigns with ease without any costs increase. This flexibility ensures a great customer experience, as your content and information remains relevant and contextual.

Opportunity

Inspire and engage customers with awesome multimedia content and cool features.

Strategy

Always check the quality of your content (images and video). Just like email marketing, there are a few best practices that will help ensure that customers receive content they can access on their smartphone. Unlike MOBIT where all content is optimized ‘on the fly’ inside your app as you add content, most MMS providers require that you have a reasonable knowledge of image and video size and format.
With photos, avoid sending panoramic photo, basic photo ratios or ones that are overly long / big / wide. Conversion through the text (SMS) network makes these types of images difficult to deliver. Second, expect some compression to occur.

Any image with tiny text included in the image will probably show up jagged. With videos, remember that the first frame of your video appears as a static thumbnail for customers to view. Make sure this first frame has a logo or image so that it does not show up as a blank image.

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**Opportunity**

*Planning and more planning is critical for the success of mobile campaigns, particularly MMS campaigns.*

**Strategy**

Always track the performance and input metrics of your MMS campaigns (content type per segment) to measure your ROI. You can do this in a number of different ways.

1. Measure any increases to sales over the campaign period.

2. If your provider has the capability, embed data tracking code in your mobile messages and landing pages for each campaign. This will enable you to track participation and conversions.

3. The MOBIT team always recommend that you place your Facebook pixel on each campaign. Regardless of just participation or conversion, you can remarket to your campaign list with your Facebook advertisements.

4. Measure the click-through rates of your campaigns (URL links or MOBIT automation links), and all page interactions such as videos watched, button clicks and individual page views.

More data equals more flexibility to integrate systems and generate a true closed marketing loop in the future.
Opportunity

Maintaining an ongoing and contextual conversation with your customers.

Strategy

Manage the messages from your various marketing channels to your list is challenging.

It is important that you pay close attention to this so as to ensure that one marketing channel is not deliver counter information or offers to another.

Since modern consumers communicate with your brand on a number of different channels e.g Twitter, email and mobile, they have become very proficient at ignoring unwanted content, but they still get annoyed when multiple threads of information come through to them, especially information that is contradictory. Mobile (SMS and MMS), is a customer’s most personal device. As such, it has the greatest ability to create brand/consumer intimacy, as you can literally reach the pocket of your target audience—instantly. Those people on your list that provide you with their mobile numbers are VERY engaged with your brand. DO NOT abuse this trust.

Opportunity

Maintain an ongoing and contextual conversation with your customers.

Strategy

Ensure that your MMS content can be viewed on all mobile devices. A strong provider will understand the many limitations of phones and should be able to help you with this.
If your provider does not a) do this automatically, or b) provide this service, then look for a better provider.

The MOBIT platform for example validates content upon the initial file upload, instantly creating specific versions of the file for the various handset models and applies the correct rendering of videos and animated GIFs.

Think of this capability like writing a post on Facebook—you simply attach the file and then MOBIT does the rest of the work in distributing the information. This enables you to focus on your campaign, your customer, and content.
SMS AND MMS – WHAT’S THE DIFFERENCE?

The two channels overlap considerably. SMS is mainly used for the delivery of plain text messages, where MMS is used to transport and display images or video/audio in the text message window.

<table>
<thead>
<tr>
<th>MMS</th>
<th>SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition</td>
<td>Short Message Service: (text + rich media messaging)</td>
</tr>
<tr>
<td>Transmission</td>
<td>Messages centers send and receive texts. All messages retried in case of intermittent delivery failure (short codes only). Long codes (10 digits) only deliver once.</td>
</tr>
<tr>
<td>Recipient receives content via their messaging inbox if the phone supports MMS. If not, customer is shown a link that when clicked is viewed via their smartphone browser.</td>
<td></td>
</tr>
<tr>
<td><strong>Engagement and Delivery Rates</strong></td>
<td>Rich content results in engagement rates 3 – 4X higher than SMS. Ideal for creating higher touch interactivity. Confirmed delivery rates only on short codes. Long codes are not approved for marketing activity and are generally blocked by carrier networks. No message delivery confirmation.</td>
</tr>
<tr>
<td><strong>Message size</strong></td>
<td>1,000 – 2,000 characters with 3MB attachments.</td>
</tr>
<tr>
<td><strong>Ease of use</strong></td>
<td>Most providers require content adaptation for different devices. Handset fragmentation and increased likelihood of user error requires more customer service expenditure. All MMS content with MOBIT is optimized ‘on the fly’.</td>
</tr>
<tr>
<td><strong>Costs</strong></td>
<td>Higher volumes decrease variable cost. At scale, expect to pay only cents per message. This rate varies depending on provider and service delivery rates.</td>
</tr>
<tr>
<td><strong>Infrastructure and risks</strong></td>
<td>Both SMS and MMS delivered via short codes (5-6 digits). Though long code delivery possible (10 digits), no regulation or support exists and because the traffic is not carrier approved, networks regularly drop or block up to 40% of this traffic. There is also no delivery confirmation receipt for long code traffic making it impossible for determine if the message was actually delivered to the handset of your intended user. Throughput for SMS is higher than MMS given the larger file size.</td>
</tr>
</tbody>
</table>
BEST PRACTISE

GENERAL GUIDANCE

It doesn’t matter if you’re a seasoned mobile marketing expert, or you are just beginning, you MUST be aware of the DOs and the DON Ts of mobile marketing. Yes, we know every marketing campaign is unique unto itself, but you will either fail or get in trouble if you do not follow these guidelines.

DO NOT SEND ANYTHING WITHOUT EXPRESS PERMISSION

Never send a message to someone without first getting their permission first. This is the GOLDEN RULE! People need to opt-in to your text messaging service before you can start messaging them.

Not only will you upset the people you messaged without permission, but it is non-compliant with most country regulations. If find yourself a text providers that promises ways around this or worse, does not have policy for compliance, then run as fast as you can in the other direction. At $1500 USD fine for EVERY text message that is reported as SPAM.

The new compliance rules are a ‘pain in the neck’ for marketers but when you step back and have another look, the rules actually work in everyone’s favor.

1. The consumers are assured of privacy and marketers not being able to spam their mobile with messages unless they specifically request contact.
2. Marketers are speaking to only those that really want to hear about their product and service. By default then, the people on your list are far more qualified prospects than the thousands you had before when you were ‘blasting out’ those messages to everyone and anyone you could get your hands on.

SMS and MMS then is super powerful when you have permission. By texting only people who have opted-in to your service, you now know you are messaging people who want to hear what you have to say.

So not only will you know people are opening and reading your messages, but you will get responses and interaction from them. This only strengthens and enhances the business to customer relationship, which makes them more willing to spend their money with you!

**DO ADVISE YOUR KEYWORD AND CALL-TO-ACTION**

If you are at this point in the guide and still have this question, then pop back to page 11 quick smart before moving on.

**DO ADD AN INCENTIVE TO YOUR CALL-TO-ACTION**

This was mentioned earlier, but this cannot be stressed enough. People need a reason to opt-in to your service. If there is nothing in it for them, why would they bother?

For example, a good way to incentivize your opt-in text message would be like this:

Text MOVIE to 72000 and get two tickets for the price of one at Hoyts

Who doesn’t want a great deal? Your call-to-action though does not always have to give something away for free.
It can be the enticement of a special product or even content that is only available if they text in your keyword. Whatever you do, always remember that incentivizing your calls-to-action brings guaranteed results!

**DO NOT SEND MESSAGES WITHOUT OFFERING VALUE**

Text messaging can be the most powerful tool you use in your marketing strategy, but you need to be careful. Since SMS/MMS is such a personal and immediate medium, it can be easy to become annoying or aggravating to your subscribers.

You want to remember that a lot of people still pay per text, and no one wants to be bombarded by constant texts every second of every day. This is a SURE way to lose all of your subscribers.

**In short, never send a text message unless you have something of value to offer.** You worked hard for your opt-ins, don’t just give them up for worthless text messages. Make sure you have something to offer in EVERY text you send, or you are wasting your time and your subscribers’ time. A good guideline for sending messages out is 2-3 messages a month.

**DO NOT SEND MESSAGES AFTER HOURS**

New legislation now requires that you DO NOT send text marketing messages to consumers between certain times of the day and night. Explicitly, in the United States, you are NOT allowed to send marketing based SMS/MMS messages after the hours of 9.00pm and before 8.00am. This applies to each individual state. If you get it wrong, looks out.

**MOBIT takes care of all the legislative requirements for you.** We have worked closely with our US attorneys who are specialists on the new TCPA legislation.
All of our systems, processes, forms, templates and automation tools have been audited to ensure they are compliant with the new legislation introduced in October 2013.

What this means is, you can design and make ready your MOBIT SMS/MMS campaigns in the knowledge and assurance that we’ve got your back.

As long as you provide us with evidence of your lists opt in status via our approved methods, we will ensure your messages are sent at the RIGHT time and with the required Ts and Cs to ensure you are compliant, each and every time. For more detail on our obligations and yours, click here for our Terms and Conditions, our Privacy and Anti-Spam policy.

**DO MAKE OPTING-OUT EASY**

Unlike some email marketing blasters that hide their opt-out links in the footer of their messages in point size 3, we recommend you make it very clear up front, how your audience can **opt-out each and every time**.

Remember, SMS/MMS marketing is permission based. A majority of people who opt-in to your marketing are only doing it because they know they can opt-out at any time. If and when they are ready, and your offer is appropriate or compelling enough, they will come back again if they so choose. There is no point in wasting your time sending messages to people who don’t want to hear what you have to say or offer. **Don’t waste your money on people who are never going to listen to you, make opting out easy!**

The correct reply message for your audience to unsubscribe is “STOP”. Some however use more colorful language even though it’s clear how to do things properly. MOBIT captures the many likely responses (colorful and all) and alerts the administrator of your account.
DO TRACK YOUR RESULTS

Don’t just run a campaign without tracking your results! You are spending money so you want to make sure you are reaching the people you want to reach.

Track and measure the best time to send your marketing messages, what content is intriguing your subscribers the most, and who you are getting the most responses from.

These guidelines may sound like a lot to digest right now, but in actuality they really aren’t that hard to implement. We just want to make sure that you are aware of these rules and make sure that you are compliant, while at the same time running a successful SMS/MMS mobile marketing campaign.
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.

Because mobile engagement rates are so high (open and click through rates), a 1000 contact mobile list is equal to a 10,000 contact 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.
10 AMAZING FACTS & STATISTICS

Original Article from Sheera Eby – Jacobs and Clevenger USA 2015

SMS marketing statistics and facts demonstrate that mobile marketing is an effective channel to engage and deliver a measurable, positive return on investment. Here is a collection of 10 SMS marketing statistics that reinforce the fact that SMS marketing is a key channel marketers need to consider in their mix.

1. Approximately 50% of consumers in the U.S. make direct purchases after receiving an SMS branded text/QR code/discount coupon. This is a pretty astounding number, and an incredible SMS marketing fact. Half of those exposed to mobile messages make a purchase. This fact demonstrates that marketers who do not consider SMS marketing may be leaving money on the table. There aren’t many channels that make a claim to converting half of consumers to take a behavior or action.

2. SMS campaigns have over 7 times greater performance than email campaign. Email marketing continues to be an important workhorse for many customer marketing efforts. However, it turns out that SMS marketing campaigns produce greater results than email campaigns. This SMS marketing fact demonstrates the effectiveness of SMS marketing campaigns. SMS marketing messages do get read, while email messages tend to only reach a percentage of the targeted universe, based on average open rates. All channels work far better together than independently, and mobile phone numbers must be provided by a consumer, accompanied with their opt-in.

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4 Moto Message
This SMS marketing statistic demonstrates the effectiveness of SMS marketing, and can be enough to convince any marketer that this is a channel worthy of consideration.

3. **79% of smartphone users rely on an SMS opt-in or other mobile device service to assist them in making purchasing decisions while shopping**. This SMS marketing fact seems high on the surface. Then I reflect back to my last three shopping trips and realize I used my phone to read a review or show an item to a salesperson. SMS marketing helps ensure you are reaching and influencing consumers.

4. **90% of mobile device users who were enrolled in SMS loyalty clubs felt they had benefited from being involved in the program**. Users who engage with SMS marketing programs see benefits. According to Hipcricket, 90% of mobile device users who were enrolled in SMS loyalty clubs felt they had benefited from being involved in the program. By definition, consumers must opt-in to receive SMS marketing messages. They are actively agreeing to participate in the program and have decided that they want to receive messages. This engagement might play a role in their satisfaction with SMS marketing programs, but either way it is a validating statistic to see that 90% of users see benefits in SMS loyalty programs.

5. **Applying SMS marketing techniques is predicted to contribute a 40% growth rate of revenues by 2017**. BIA/Kelsey predicts a 40% growth rate of revenues gained by spending generated with SMS marketing techniques, starting from $3.2 billion in 2012 to $16.8 billion in 2017. SMS marketing has already been established as an effective marketing channel. This is likely to continue to increase as consumers become more comfortable with this technology and more marketers adopt this channel.

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5 eMarketer  
6 Hipcricket
This is a pretty astounding number and underscores the level of consumer acceptance and predicted increase in adoption of SMS marketing.

6. **Over 50% of mobile search users decided to make a purchase based on the results of their search**

Most mobile device users are conducting searches on their phones. According to Google, 9 out of 10 mobile device users perform searches on their device. Of that group, over 50% decided to make a purchase based on the results of their search. SMS can increase engagement even further, as users have opted in and have a greater propensity to act. When exposed to a persuasive SMS marketing message, users are more inclined to do a quick search on their smartphone, especially if the message is relevant to the user.

7. **Coupons delivered via SMS have redemption rates 10 times higher than those of printed coupons**

Consumers are receptive to mobile coupons. Mobile coupons are convenient for users, demonstrated by the fact that redemption rates are significantly higher than traditional printed coupons. Not only can coupons and discounts attract customers, they can increase customer retention through ongoing engagement.

8. **75% of mobile phones worldwide are enabled to receive SMS**

The good news for marketers is the majority of phones in today’s world are SMS-enabled. Industry experts expect that percentage to rise to nearly 90% over the next 10 years, making it imperative that companies build SMS marketing campaigns into their marketing mix.

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7 Search Engine Land  
8 Go Mobile  
9 Oxygen8
9. **Only about 10% of SMS marketing messages received are considered spam**\(^{10}\).
This is an important indicator on consumer perceptions regarding SMS messages. Consumers generally feel SMS marketing messages are a valued touch point. This also directly increases the impact of SMS marketing messages because users aren’t as prone to deleting messages without first reading them.

10. **Bonus fact: In the U.K. and U.S., a surprising 20% of Internet users are already mobile-only.**
This stat came as a surprise to me: That in the U.K. and U.S., 20% of users report being mobile-only.
This population reports that they either don’t use computers at all or are infrequent users (meaning they use a computer less than once a month). This is a pretty astounding fact and it underscores the significance of SMS marketing as a critical communications channel.

\(^{10}\) Borrell
CAN MY BUSINESS USE MOBILE MARKETING?

Can my business use mobile SMS or MMS marketing and if so, how might we use it?

The answer in almost every case is yes. If you are using email today or even direct mail to engage your audience, then SMS with MOBIT is definitely something to consider. Whether you are using plain text messages or MOBITs unique landing pages for your marketing messages, then virtually any company across a whole range of industries can enjoy the amazing results that the mobile SMS channel can offer. For example;

RETAIL

Grow your customer base

Help your loyal customers stay on top of the latest fashions and trends with MOBIT messages that show what’s hot in store. Use data capture fields on your MOBIT landing pages that enable you to collect any type of customer information you need for future promotions.

Utilize a variety of ways for your customers to sign up for news and deals through mobile keywords and sign up pages that you promote in store.
Keep your customers informed

An informed customer base translates into more sales. Send out your new product announcements via MOBIT with pictures or videos of new product lines.

Extend the reach of your promotions and spread the word virally on Facebook, Google +, LinkedIn, and Twitter with our social widget.

RESTAURANTS

Attract new business

The glorious aroma of freshly baked cakes and other kitchen goodies only reach so far. Extend your reach by advertising promotional mobile keywords in print ads, your website, menu, or even on your window. Get instant word-of-mouth marketing by updating your social media news feeds on Facebook, Google +, LinkedIn, and Twitter to excite your customers and their friends?
Gain more loyal customers

Reward customers with promotional prizes and great offers. Make your customers feel like VIPs by sending them exclusive promotions with visually enticing images and videos of your latest culinary creations or just keep them informed about new menu items and upcoming events as a VIP client.

Quickly whip up new customers and drive traffic

Restaurants always have down times or slow days. Fill your restaurants tables by sending a limited-time special lunch or dinner offer on your slow days to your customer’s smartphones.

CHURCH GROUPS

Energize your congregation

Get everyone involved. Keep your congregation updated about upcoming events where they can contribute information in real time. Remind them about an event’s location and time or any last-minute changes and capture their responses in real time with simple SMS reminders.
Encourage collaboration and sharing

Encourage your congregation and members with daily passages, words of inspiration and beautiful visual messages.

Send personalized messages on special occasions, like birthdays and holidays. Encourage word-of-mouth evangelism on social networks and spread the word on Facebook, Google +, LinkedIn, and Twitter using the unique MOBIT landing page social links.

Maximize church member attendance

Members can get a sneak preview of upcoming services and find out about service topics by texting in your church ‘keyword’. As soon as MOBIT hears this ‘keyword’, your members will receive a pre-defined message which lists your upcoming services and even a special mention from their pastor, priest or church leader. Encourage members to share their MOBIT opt-in pages with their friends to boost turnout for scripture studies and special fundraising events.

Donations and Tithings

Accept church member’s donations and tithings with ease with mobile payment pages from MOBIT. Use all the normal forms of payment and have these made direct to your church bank account.
Measurable value from mobile

Manage your client’s mobile SMS campaign directly from their account dashboard and deliver them results and ROI, not the effort required to get there. Easily monitor the health and growth of current marketing efforts in real time with the wealth of reporting options available. With our comprehensive reporting, you and your clients get actionable analytics and statistics to maximize the success of your mobile campaigns.

Gather more in-depth information about their customers

Knowledge is power, especially in marketing. The more you know about your clients’ audience, the more effective and targeted your campaigns can be for them. Collect valuable customer data with MOBITs unique data capture pages and then segment and retarget your campaigns to that group for optimum results.

MOBITs’ custom fields enable all of this information to be tracked and profiled on a customer by customer basis. All the data you have been use to with email and web forms, only now available via mobile with MOBIT.
Can you measure mobile?

You bet you can, but only with MOBIT’s unique tracking and data capture capabilities. Measure SMS open and page click through rates via our unique tracking links and reporting tools. Gain a view of customer interest levels by their interaction on their MOBIT landing pages, images they click on and videos watched.

So powerful yet simple at the same time

So many marketing systems today require a ‘Rocket Science Degree’ to run and manage, and who has time for that these days. MOBIT is a web based application that was designed from the ground up to be simple to use by almost any member of your team. No design skills required, no programming, HTML coding, nothing but a little passion and patience to get the job done well for your clients.

Your strategy and creative

MOBIT comes with a huge library of professionally designed templates for any occasion such as, sales pages, sign-up forms, webinars, event registrations, special offers, the list goes on and on. Your teams can choose to use these templates as a base starting point or create unique mobile SMS strategies and new landing pages for your clients and upload these to their MOBIT accounts ready for their next campaign.
The teams

Anyone that has ever managed a group or organization knows that communication with members is critical. Unfortunately the old methods of group communications such as phone trees and email lists just aren’t cutting it anymore.

Even social media is problematic for teams as it relies on their team members checking their posts, and in the time needed to respond.

With easy group text messaging by MOBIT, there’s no longer a valid excuse for your members to not know about your next meeting or event.

Ensure your team members get the information they need where they read it most often, their mobile. Send out reminders, maps, special request forms, game surveys, anything you would do on email, just now with mobile and MOBIT.

The fans

MOBIT for sports teams enhances communication with fans, helping to sustain interest throughout the season as well as during the offseason. Keep your teams fans engaged with everything from team travel schedules, scores, team information, player videos and stats.
Reaching parents where they are the most

Easily collect parent contact information with sign-up pages to keep them informed about their children’s activities and schedules. Send convenient SMS messages for important announcements like school closures or weather alerts. Send reminders to school events and take RSVP registrations directly from the many of our data capture pages.

Promote Events

Using MOBIT, you can send messages to anyone who could be interested in University faculty open days, events on campus, or other events scheduled by the University. With our unique data capture pages, you can easily get students’ contact information during the enrollment process, and you can get faculty’s contact information through the hiring process. Remember, this is a service to them that will make their lives easier and allow them to know more of what is going on without having to run around campus.

Internal Communications

MOBIT makes internal communication unbelievably easier for schools and universities. Keep faculty and staff up to date on any relevant news or information, at any time. Virtually eliminate the need for bulletin boards or even emails. Images, videos, virtually anything digital can be
send via your MOBIT messages.

You also want to ensure that the faculty who receive these messages from you can also forward these same messages to their students if it is relevant to them.

**Student Meetings**

MOBIT messages can be sent out reminding students of specific meetings, club meetings, on-campus concerts, sporting events, or any other type of extracurricular activities. You can also schedule your MOBIT messages ahead of time. For example, if a certain student club is meeting that evening, you can schedule a message to go out in the afternoon reminding students of the meeting. You can also be selective with who gets your message.

**RADIO AND TV**

We all see and hear advertised mobile keywords everyday on TV radio. We see them advertised in magazines, newspapers, blogs, websites, and all over billboards. There’s a reason why companies utilize mobile marketing – it WORKS!

**Add value and demonstrate your leadership position**

As a media outlet, you are constantly trying to find new and unique ways to help your advertisers reach their marketing goals. Radio has proven itself to be a really effective advertising medium but you can offer so
much more value and customer insight to your clients using SMS mobile marketing and MOBIT.

Add value to mobile keyword campaigns

MOBIT enables advertisers to speak to their target consumers in a way that no other medium can. It’s immediate and has a much stronger impact than any other advertising medium out there.

With Mobile Keywords and MOBIT, you can help your advertisers build their mobile database, and you can also get immediate consumer response / feedback to help with reporting.

Increase your revenues

Bottom line, you can increase your revenue with dedicated text messaging programs but not just in boring black and white text. With MOBIT, your creative teams can really ‘get the juices flowing’ with high impact call-to-action messages that are not limited to 160 characters, include great image galleries and even videos of your clients great offers.

REAL ESTATE

Real estate agents and brokers work tirelessly around the clock to find great properties or sell properties for their many clients. One fact remains constant, how to find more of both, clients and listings?

Mobile messaging campaigns with MOBIT will set you well apart from
your competitors and ensure that your listings and skill as a real estate agent gets noticed above all other mediums.

Have your clients opt-in with our unique landing pages and receive instant alerts and messages when the next great property listings are available. Not only that, send them vibrant image galleries or videos of your recommended listings and include response capture fields for their instant feedback and then your follow-up.

POLITICS

It's important for politicians to keep in touch with their voters and constituents and to feel the pulse of the people. Today, virtually all registered voters (i.e. those over 18 years old) carry a smartphone with them at all times. This fact opens up enormous opportunities for reaching the general public and getting your political message out, and more importantly, information back as to the public feeling on current issues of the day.

Constituent updates

Where email marketing and other forms of communication are increasingly hard to get your message heard, MOBIT and SMS messages can reach up to 97% of your constituents that have opted in to receive your political updates of the month.

Quick polls and voting
With the world moving so fast these days, it’s sometimes hard to keep pace with the public view on issues.

Polling and voting pages with MOBIT enables you to gain a real time view of how your constituents feel about issues and planned legislation that may affect them. Keep your hand on the pulse of the people with MOBIT quick poll and voting pages that deliver instant results and feedback.

Feedback forms

Why just blast out emails or text messages if you can’t gain the feedback of your audience.

MOBIT feedback forms offer endless ‘feedback ‘options for your voters and constituents to provide their detailed comment on issues and planned legislation or even political ideals. Information is power and power is in the hands of your voters. Ensure your messages get to their pockets directly with MOBIT feedback forms

SPEAKERS

Life on the speaking circuit can be long and arduous, and that’s without the thought of having to take care of your marketing messages and communications.

Ensure your messages and communications are reaching your widest possible audience with MOBIT messaging and our unique mobile landing
pages that enable you to personalize your messaging, include images, videos, webinar links and invites to your special events around the country.

Help ensure those seats are filled before you arrive, not whilst you are setting up.

**Seminar and webinar invites**

Send out personalized seminar and webinar invites to your list and maximize the attendance of your events. Create special opt-in and registration pages that trigger other marketing activities for follow-up and bookings to your events.

**Mobile sales pages that sell for you**

With up to 97% of text messages read, ensure that your messages and content are reaching your subscriber lists with MOBIT and the hundreds of sales and marketing landing pages we have in the MOBIT store ready for use. Quickly and easily promote your events, books, and membership plans with our unique mobile landing pages that are just ideal for this purpose.

**Booking forms**

Use our advanced forms templates to take bookings for your seminars, webinars and keynotes. With multiple location, time and date options, it’s no problem at all with MOBIT.
Download: https://www.mobit.com/theultimatespeakersguide
Mobile Marketing is a huge category of extremely technical items that includes Native Mobile Apps, Mobile Web Sites, Mobile Landing Pages, QR Codes, Augmented Reality, SMS/MMS Text Messaging, Mobile Search, Mobile Video, Location Based Services, Mobile Commerce and a few others. The de facto powerhouse of Mobile Marketing is without question SMS and MMS but it is still very much in its infancy compared to its email cousin. MOBIT though has changed this notion completely.

Having launched ‘Interactive Mobile Messaging’ to the world in mid-2014, MOBIT now provides marketers with the ability to deliver rich marketing content direct to the smartphone of their audience where 95% of the information is opened within 3 minutes of delivery.

Up until recently, SMS and more recently MMS was a fairly unintelligent form of marketing not so favored by marketers who were used to the rich media and automated world of email marketing. In contrast, SMS or text has been limited to 160 characters, is hard to personalize, and at best, could include a link to a web page that was more often than not, a non-optimized page which delivered a fairly poor user experience.

Sure you could use plain text SMS for any number of things like Text to Win, Text to Vote, Mobile Couponing, Mobile Alerts, Push Notifications, Text to Screen and more, but in the end and on its own, it is a one dimensional world, limited to 160 characters and hardly an inspirational and engaging experience for your audience.
MOBIT changed mobile messaging and marketing forever when they launched ‘Interactive Mobile Messaging’ for SMS and MMS in 2014.

Marketers around the world can now deliver rich and interactive messaging content direct to the smartphones of their lists and have them engage, respond and feedback in today’s mobile environment they are so used to. Not only that, you can do all of this with automated campaigns and long term nurture sequences with the minimal effort, all integrated to your CRM and Marketing Systems.
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