

## MAKING THE MOST OF MOBILE MARKETING CAMPAIGNS < A BULKSMS.COM APPROACH >

### == WHAT IS MOBILE MARKETING? ==

Mobile marketing is a blanket term covering campaigns that include the advertising and promotion of brands, products or services using the mobile channel (also known as the wireless or cellular channel) to interact with consumers via their cellphone.

According to Alex Michael and Ben Slater, in their book, *Mobile Marketing: Achieving Competitive Advantage through Wireless Technology*, the term **mobile marketing** is defined as “the use of the mobile medium as a communications and entertainment channel between a brand and an end-user. This is the only personal channel enabling spontaneous, direct, interactive and/or targeted communications, any time, any place.”

### == MULTI-MEDIUM MARKETING AND THE MOBILE CHANNEL ==

Mobile marketing is a digital marketing channel used to trigger consumer responses to a campaign. It fits well with campaigns using a multi-medium marketing strategy – the integrating of print, radio, television, web, mobile and other channels to enhance brand experiences.

While mobile marketing is seen by some as a below-the-line promotion similar to email communications, marketing agencies are now calling it “on-the-line interactions” to emphasize a mobile call to action during an above-the-line campaign or the ability of a consumer to respond directly to an SMS communication. Possibly a better way to conceptualise marketing today is to follow the lead of the UK agency, Right On The Line: “[T]here are no more separate lines. The craft of delivering marketing messages has become a matter of weaving diverse communication channels into webs of media that capture the attention and the imagination.”

The mobile marketing channel allows for the design of two types of promotions campaigns within a multi-medium campaign.

- A “pull campaign” – consumers access information or content by responding to a shortcode number (for example, 35014).
- A “push campaign” – consumers respond to an SMS sent to their cellphone by a brand using a permission based bulk messaging service.

In each case, the SMS channel allows a brand to track the effectiveness and uptake of a campaign by accessing real-time reporting on SMS responses from consumers.

## **== MOBILE MARKETING AND BULKSMS.COM ==**

While mobile marketing may include the use of SMS, MMS or WAP for information or content delivery, BulkSMS.com focuses on SMS messaging solutions. These services include the enabling of push campaigns using bulk SMS messaging (which may include the delivery of links to rich multi-media content and links to WAP services) as well as providing shortcode services for pull campaigns. While these two approaches to mobile marketing are discussed separately, both push and pull campaigns can be designed to work together when rolling out brand awareness or promotional campaigns.

The following BulkSMS.com solutions may be considered when designing a mobile marketing campaign:

- ***Pull campaigns using premium rate services***

BulkSMS.com offers premium rate services to enable an agency or company to initiate a multi-medium campaign. A premium rate service would entail the allocation of a shortcode within a stipulated cost band charged to a consumer (e.g. R1.50, R2.00, R5.00 etc) as well as a keyword to a campaign (e.g. "INFO", "Brand Name", "Campaign Name").

Premium rate services can be set up as a dedicated shortcode (only one client has access to this number) or a shared shortcode (where several clients use the same number but use different keywords).

One important advantage of a pull campaign is that it provides an agency or company with the opportunity to immediately interact with a consumer by asking them via SMS whether they would be willing to opt-in to receive further SMS communications.

- ***Push campaigns using bulk messaging***

The BulkSMS Text Messenger, a desktop messaging application, enables an agency or company to send single or multiple SMSs to targeted consumers. To use this service you would need to register an account and purchase pre-paid credits.

This solution has several useful features for managing campaigns, namely: it links to external spreadsheets or databases with customer contact details, allows for personalised and scheduled messaging, receives replies to SMSs to an inbox, and provides message delivery reports. The BulkSMS Text Messenger can be used to send messages to consumers locally or globally. Nevertheless, with stricter regulations pertaining to consumer protection in place, BulkSMS.com requires that messages sent through its gateway be sent only to consumers who have agreed via an opt-in procedure to receive SMSs.

## == MOBILE MARKETING AND REGULATIONS ==

Mobile marketing, and the sending of commercial messages in general, is governed by the following regulations as stipulated by the Wireless Application Service Provider Association (WASPA):

- The [WASPA Code of Conduct](#).
- The [WASPA Advertising Rules](#).

The design and roll-out of any pull or push campaign must comply with WASPA's regulations. These regulations prescribe the nature of advertising across all media as well as enforcing an automated "STOP" reply via the SMS channel allowing consumers to opt-out from receiving messages.

## == EXAMPLES OF MOBILE MARKET CAMPAIGNS ==

One of BulkSMS.com's clients runs a mobile social networking service called [Jamble](#). Jamble drives consumers to its service via print flyers, radio advertising and online advertising. The call to action is a shortcode which then allows a consumer to receive a WAP link via SMS. The consumer activates this link and accesses the Jamble service which runs on the mobile Internet.

[Wavescape](#), another client, operates a surf forecasting service and promotes their SMS and WAP surf reports via a weekly email to subscribers and online banner adverts on their web portal. Further promotions of the mobile service are done by marketing a surf forecasting persona on radio, in the press and during an annual surf film festival.

## == ABOUT BULKSMS.COM ==

BulkSMS.com, a division of Celerity Systems (Pty) Ltd, is a leading wireless application service provider offering SMS messaging solutions. The company has been in operation since 2000, with headquarters in Cape Town, South Africa. BulkSMS.com is represented in the United Kingdom by Celerity Messaging UK Ltd, with offices in Crawley, West Sussex.

BulkSMS.com has a global market presence, including Europe, South Africa, the United Kingdom, and the United States of America and is a member of the following industry associations: Wireless Application Service Provider Association (WASPA), Wireless World Forum (W2F), and 160 Characters.

## == BULKSMS.COM MESSAGING SOLUTIONS ==

BulkSMS.com's messaging solutions are used by large enterprises and small businesses, public benefit organisations, and individuals. These messaging solutions include:

- BulkSMS Text Messenger (desktop SMS application).
- Web to SMS (online messaging interface).
- Email to SMS (messaging using an email client).
- Mobile2Group (messaging to phonebook groups using a cell phone).
- SMS integration with client applications via an e-API (electronic Application Programming Interface).
- Reseller solution (allows a company to resell SMS credits to their clients on a post-paid basis).
- Community.BulkSMS (part-sponsored messaging for public benefit organisations).
- Premium rated services (short codes to enable advertising, content, subscription and WAP services).

## == CONTACT DETAILS ==

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