A Guide to SMS Marketing
INTRODUCTION

WHAT IS MOBILE MARKETING?

ARE ALL FORMS OF MOBILE MARKETING CREATED EQUAL?

HOW DO I INSERT SMS INTO MY EXISTING MARKETING STRATEGY?

HOW CAN I OPTIMIZE MY SMS STRATEGY?

TAKE ACTION
Almost any marketer knows that the business world is ever-changing. The development of new software and devices continue to expand the broad measure of consumer reach. And the once considered impossible could be today’s global phenomena in the marketplace.

WHAT IS GUILTY FOR TODAY’S CHANGE?

Mobile phones. The world is shaping around this handheld object and businesses are pursuing methods of harnessing its power. It doesn’t take much brainpower to understand the idea that...

The Power of Mobile

MOBILE BROWSING > DESKTOP BROWSING
Mobile devices account for 61% of total media time spent in the U.S. *(Source: ComScore)*

THE AVERAGE PERSON HAS THEIR PHONE WITHIN 3 FEET 24/7
94% of consumers use online resources to research products and services before making a purchase. *(Source: Compete)*

THE AVERAGE PERSON CHECKS THEIR PHONE 150 TIMES A DAY
✓ Text Messaging has a 98% read rate
✓ Businesses will spend 7.4 billion in mobile messaging by 2017. *(Source: Juniper Research)*
To keep the definition simple, mobile marketing is advertising a product or a service through mobile technology, such as a mobile phone, smartphone, smartwatch, tablet, or any other mobile device.

In the mobile space, you have a variety of options to choose from, and each method is proven in the field. However, your success depends on identifying the specific tool that will capture your target audience.

Let’s learn more about each mobile marketing option:

- **PUSH NOTIFICATION** - When your application notifies a user of new messages or events even when the user is not actively using your application.

- **IN-GAME MARKETING** - Allows advertisers to pay to have their name or products featured in digital games.

- **APP-BASED MARKETING** - Mobile advertising involving mobile apps

- **QR CODES** - Scanned by mobile users, and then directed to a webpage the QR code is attached too. Increasingly becoming ineffective in the market place

- **LOCATION-BASED MARKETING** - Mobile ads that appear on a mobile device based on a user’s location in relation to a certain area of business

- **MOBILE ADS** - Image-based ads that appear on mobile devices

- **MOBILE SEARCH ADS** - Basic Google search ads designed for mobile that often feature extra add-on extensions like click-to-call or maps.

- **SMS/MMS** - Requires capturing a user’s phone number to send text messages that may very well include videos, pictures, and audio recordings

Now that you’re caught up with the terminology, do you think every feature generates an equal force upon impact?
While mobile is a huge development in the marketplace, the smartphone isn’t quite as huge. Yes, majorities of people use smartphones, but not everyone. If you want to capture every possible consumer and increase your marketing campaign to maximum efficiency, it is wise to use a product that can reach...

**EVERY MOBILE USER**

Mobile is the key to the new age of marketing, and developing a strategy around its most simple, yet essential, component, SMS, can serve as the life-blood for any mobile marketing campaign.

In 2015, Pew Research Center found that “Nearly two-thirds of Americans are now smartphone owners...” which means that roughly 1/3 of Americans cannot be reached with push notification, in-game mobile marketing, in-app mobile marketing, and so on. The most reliable way to reach them is through SMS.

---

**AMERICAN POPULATION:** 326,501,000

×

**NON-SMARTPHONE USERS:** 1/3

=  

**APPS & PUSH NOTIFICATIONS CAN’T REACH:** 108,000,000 PEOPLE!
Now you don’t have to go out there solely with an SMS campaign; it can very well be a part of your App-based mobile marketing strategy or any marketing strategy. Just make sure SMS remains a basic solution for maximum efficiency in customer reach and engagement.

There shouldn’t be any convincing needed because the facts alone prove why SMS is necessary and entirely logical.

**SMS GUARANTEES**

- The highest read rate
- Higher click rates

Those two concepts are concepts businesses have spent countless years and dollars on in an attempt to steer the customer toward their products and services. However, mobile marketing, SMS in particular, significantly reduces the cost of generating leads.

**SMS MOBILE MARKETING IS IN HIGH DEMAND**

- Poll study shows, “Mobile offers are redeemed 10x more frequently than print offers. *(Source: eMarketer)*
- 90% of consumers who have joined mobile loyalty programs feel like they have gained value from them. *(Source: Zoomerang)*
- Text messages can be 8x more effective at engaging customers. *(Source: Cellit)*

**SO ARE ALL FORMS OF MOBILE MARKETING CREATED EQUAL?**

The answer leads to an astounding... No. Although other forms of mobile marketing are sleek, innovative and appealing, they lack where it counts the most. Results. Text messaging may not seem exciting when compared to an app that makes your face look purple, but it’s efficient methods throw out concrete stats that are unmatched in the mobile marketing space.
HUK, a performance fishing apparel company based out of Charleston, recently reached out to IRIO to execute a mobile sweepstakes campaign. At IRIO, we specialize in the SMS form of mobile marketing.

**CUSTOMER SUCCESS**

- Generated over 274,000 entries into the sweepstakes over a 10 month period
- Built a SMS subscriber base of over 25,000 for future promotions
- Gathered valuable data from their target audience
- Engaged consumers at trade shows, on social media, YouTube commercials and website

**CHALLENGES**

- HUK entered an already crowded market. They faced giants such as Columbia, Under Armour, Magellan, SIMMS Fishing and more
- HUK needed a way to create buzz, generate excitement and get consumers talking about their brand in the fishing industry
HUK launched a promotion to give away Kevin VanDam’s Nitro Z9 Boat he fished in for the 2014 Season. Kevin is the Peyton Manning of Professional Fishing.

Consumers were encouraged to text “HUK” to 47464 to enter to win Kevin’s boat.

Upon doing so, they immediately received a message with the following response: “Enter the Kevin VanDam boat giveaway from HUK Performance Fishing by clicking the link below: http://tinyurl.com/kmwl5e4”

Once consumers hit the link, they were taken to a custom branded microsite to complete their entry.

Text Messaging can clearly play a vital role in any marketing campaign.
You already have a marketing campaign, you’ve done it the same for years now, and it works. Why would you adapt to new ways if the old ones work just fine? Well, the truth is, you can still stick to the old ways while adapting to the new ones. It’s called, cross-channel marketing.

Cross-channel marketing in the mobile space can be taken two ways.

1. One way involves a mobile marketing feature enhancing another mobile marketing feature. An example would be in-game advertising that is supported by SMS.

2. The other form of cross-channel marketing in the mobile space is a mobile marketing feature supporting a traditional marketing campaign.

Both are very effective, but the key point is that by integrating common marketing practices with mobile marketing via apps, in-game marketing, responsive websites, location-based marketing, and SMS, the combined total effort generates an output of success unlikely in the non-digital field.
Text messaging is the core element of mobile marketing. Here are examples of cross-channel techniques where SMS can be implemented:

**MOBILE-TO-MOBILE**

1. App that sends Push and SMS notifications
2. Activated location-based user walks near a business and receives a coupon via text message
3. In-game ad features SMS short code to join gamer loyalty program

**TRADITIONAL-TO-MOBILE**

1. Marathon Event runs an SMS sweepstakes
2. A large retailer develops an SMS program centered around customer loyalty
3. Signage at a promotional event compels a customer to text in and receive valuable information via text message

Integrating SMS/MMS into any of your mobile marketing products or traditional marketing campaigns can maximize the effectiveness of your promotion. How? Well, given that 67% of mobile users own a smartphone and 33% of them don’t, the math is simple.
Since it is the base form of mobile marketing, SMS will give your campaign a solid foundation for other forms of mobile marketing.

**SMS TIPS**

The great thing about SMS marketing is that it’s simple. Using common sense practices will help ensure a good campaign. The primary rules of SMS marketing include:

- Only send messages to customers opted-in to receive them
- Ensure that messages are relevant and useful to your audience
- We suggest sending no more than 8 messages per month

**SMS USE CASES**

The points above are the foundation of a good campaign, and the following use cases are the supporting structures by which you can build and grow:

- Mobile sweepstakes generate leads and ignite enthusiasm in customers. Everyone likes to win.
- Offer deals and coupons. Mobile coupons have a 10% higher redemption rate than traditional coupons and are a great way to keep your customers loyal.
- Offer helpful information (service completion time, delivery status, etc.)
- Reminders, like expiration dates for specific sales, will encourage customers to respond quickly.
- One-question surveys provide high value because the customer feels involved and helpful, and in numerous cases they really are!
- To encourage opt-ins, offer exclusivity. Example: “As a member of the Rewards Club, you will receive exclusive SMS discounts only enjoyed by club members.”
When looking to grow a subscriber list for an SMS program, there are two factors that we have found key...

1. Provide a clear explanation around what information they will receive once opting in. If a user even thinks they may get “SPAMMY” messages they most likely will not opt in.

2. Provide some sort of incentive for the user to opt-in. They are giving you access to their phone so make it a win-win situation.”

- Matt Davis, VP at IRIO

Remember, as long as you keep the message simple and relevant, you will have success.
So now that you’ve got useful information to help build an SMS marketing strategy, it’s time to do it! Remember...

- SMS has a 98% read rate
- SMS and MMS are baseline products for mobile marketing
- Cross-channel mobile marketing adds value
- The world is changing, and now is the time to access the phone so you can access the customer

At IRIO, we take pride in our text marketing expertise and capabilities. If you have questions, or would like help in crafting a mobile SMS strategy for your organization, let’s talk!

Text “RESULTS” to 47464

Visit IRIO.com/Results

SOURCES

- www.pewinternet.org/2011/09/19/how-americans-use-text-messaging/
- www.pewinternet.org/2011/09/19/americans-and-text-messaging/
- www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/
- www.emarketer.com/Article/2-Billion-Consumers-Worldwide-Smartphones-by-2016/1011694
- www.cmocouncil.org/facts-stats-categories.php?category=mobile-marketing
- www.emarketer.com/Article/Mobile-Spurs-Digital-Coupon-User-Growth/1009639#4sjDzjbE9S6hDWYA.99
- www.newstatesman.com/business/technology/untapped-potential-for-mobile-loyalty-programs
- www.mobilecommercedaily.com/sms-has-eight-times-the-response-rate-of-email-study