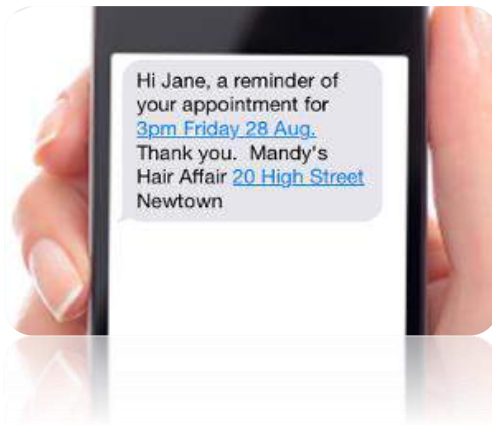


# Mobile Marketing

*Ideas For You To Use. By Kerry Marlow*

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## Collecting Mobile Numbers Legally

The Spam Act 2003 says we must get consent before sending an SMS of a commercial nature. This means you must have consent to send a text message if you're a business or organisation (government bodies, charities and political parties are exempt).

The Spam Act is administered by ACMA, the Australian Communications and Media Authority. So what is *consent* in this context? The ACMA defines it as:

### Express Consent or Inferred Consent

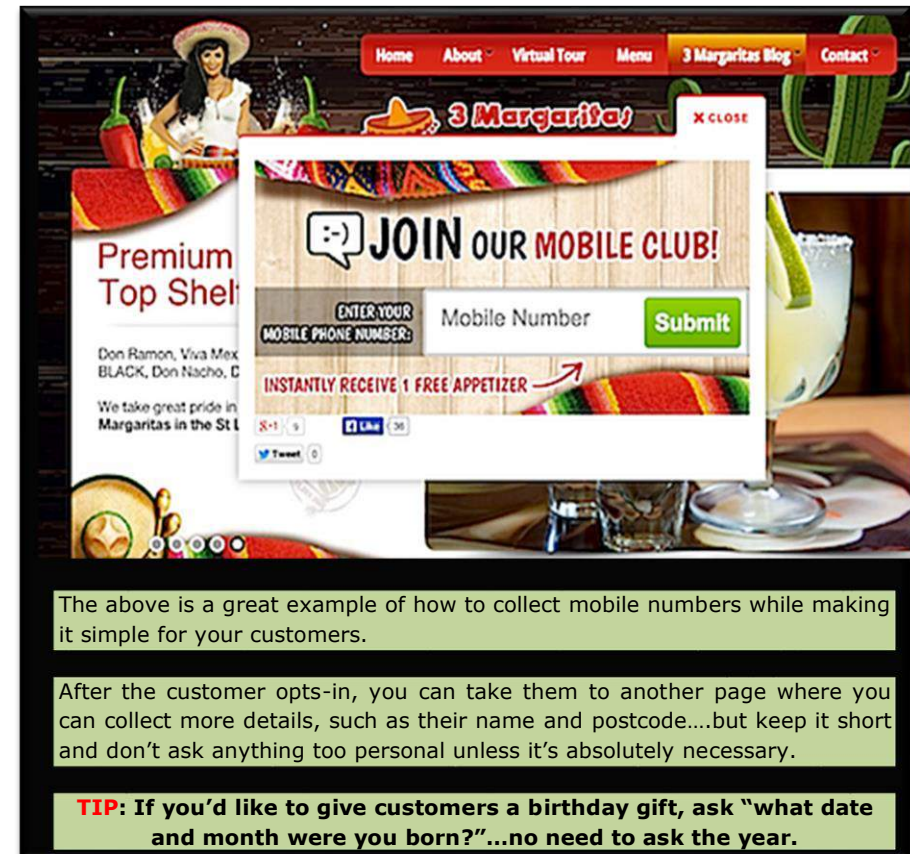
When someone provides their mobile number and/or gives you permission to contact them (they have opted in), that is **Express Consent**.

ACMA says **Inferred Consent** can occur via an existing business or other relationship, where there is reasonable expectation of receiving commercial electronic messages. In essence this means you have done business with that person or company.

But as the SENDER, you still have to say who you are, plus give the person a way to **opt out** of receiving your messages (*SMS Express system automates the optout process for you*). And it goes without saying, you cannot buy a marketing list from a list company or harvest numbers from websites and newspapers and start texting. That is spamming and makes you look dodgy.

### How to get opt-ins?

- A subscription form or ticking a box on your website
- Over the phone or at your counter or reception.
- Swapping business cards (as long as you tell them you want to send texts)
- A competition or promotion (tell people what you will do with their data and have a Privacy Policy)



The above is a great example of how to collect mobile numbers while making it simple for your customers.

After the customer opts-in, you can take them to another page where you can collect more details, such as their name and postcode....but keep it short and don't ask anything too personal unless it's absolutely necessary.

**TIP: If you'd like to give customers a birthday gift, ask "what date and month were you born?"...no need to ask the year.**

**Oops....In 2005 Carsales.com.au was one of the first Australian companies to be fined for mobile spamming after they plucked mobile numbers from classified car ads and sent unsolicited text messages to people. They were fined \$6600.**

## Building & Maintaining Mobile Lists

Good marketers keep their database of customers up to date and these days most company databases include email addresses and mobile numbers.

Emails are a popular method for sending promotions, but sometimes emails can get stuck in spam filters or people just don't read them. These days email is treated like the post where you can sit on "unopened mail" for days!

SMS conveys a sense of urgency, so in addition to emails you could send regular promotions or announcements via text message. It's a great way to drive traffic to your store if you're a retailer. If you're in the service industry, you can use SMS to remind people about your business and send appointment reminders.

### A nice format 😊

0455555555

0466666666

### A dog's breakfast 😞

+61 555 5555

0455-555-555

0466666 666



If you're a club or religious organisation, it's a simple process to text members a reminder of meeting times and events, or get an idea of how many are attending.

If you don't have or want a fancy database program, the simplest way to store your database is in an Excel spreadsheet, Google Docs, or a cheap online option like Zoho CRM....

**...don't forget to keep backups of all your data! Even backups of backups. Check out a cheap automated backup service like Carbonite, or Dropbox, and/or a USB stick that you carry with you when you leave the office. Have a contingency plan in case something happens to your computer.**

Also instruct your staff to enter data in a consistent manner. Even have a little "style guide" on how to enter mobile numbers so you don't end up with a dog's breakfast database!

If you use Excel, it tends to strip out the first zero but don't worry about that as the SMS Express system converts this into the correct 61 format for SMS broadcasting when you upload into your Groups.

**TIP: SMS Express system requires mobile numbers to be in Column A before importing into your Groups. We do have some little tools to fix a dog's breakfast database, so holler if you'd like us to tidy it up for you!**



 Campaign Monitor

If you want to put a data collection form on your website, we recommend using Mail Chimp, Wufoo or Campaign Monitor.

Data can be collected into an Excel or CSV spreadsheet so it's nice and tidy.

Plus easy to import into SMS Express!

**WE'RE HAPPY TO HELP YOU WITH THIS. JUST ASK.**

## SMS Promotions Ideas To Whet Your Appetite and Boost Sales!

Here's some business text messaging ideas you can borrow for your own campaigns..

- Exclusive VIP specials.
- Stock clearance sale or *once in a lifetime* deal or NEW STOCK ARRIVED.
- Text customers on their birthday with a special gift. "Come in for free foils with a colour"
- Cafes & Restaurants, text a lunch deal or get them in on quiet nights: "BYO Night!".
- Real Estate Agents, SMS new LISTINGS or open for inspection and auction reminders.
- REDUCE NO SHOWS! SMS appointment reminders to customers.
- Text your STUDENTS, club or church members with news or meeting reminders
- A pub? "View the Game on our HUGE screen. Flash this text at the bardude tonight for a free beer" (*how can you lose with a free beer offer?*)

## Fancier Promotions

Why not send an SMS containing a link to your website? Customer reads your SMS and then clicks through to your website on their phone. Nice and simple, and you catch them **right now**. This is a common scenario now, as people can easily click a link from an SMS, and their phone will open up a browser. How's that for great branding!

And the beauty of this is, it's now possible for you to know how many people clicked the link in your SMS to visit your site and find out more..

The following pages have a couple of ideas for you to try (and a couple are free!)...and of course we can help you implement this....just ask.



Hi Jan, we have a grand sale today. 50% off all stock. See you soon! Frocks R Us. 2optout Rply STOP

**If you are running a sales promotion, don't forget to have a CALL TO ACTION.**

EG: "Offer expires Friday 25 May so hurry!" or "Reply SMS to find out more" or "Click here to visit our website" or "Show this to our staff for 20% off. Ends Saturday 5pm".

## Google URL Shortener To Track Clicks From SMS

1. Make sure your website looks nice on a mobile phone (both iPhone and Android). If it looks clunky, ask your web designer to make your website **responsive**, meaning it looks nice on any screen. We can also help you with this.

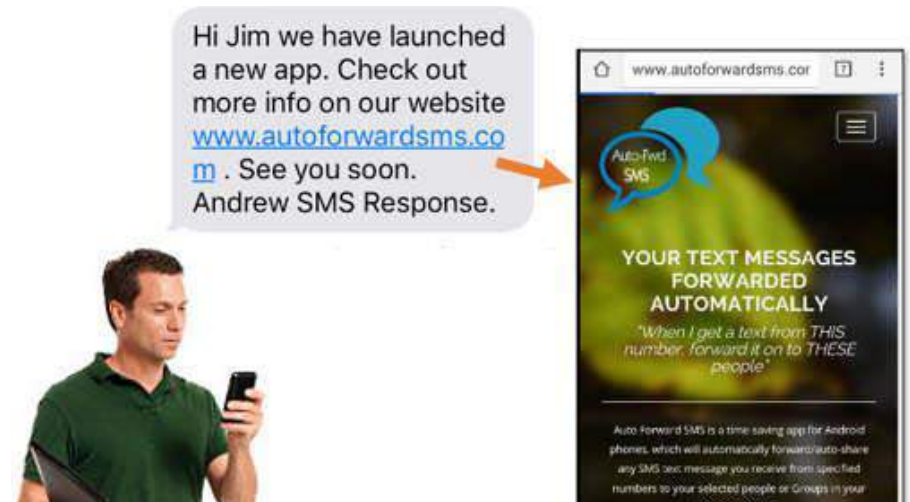
A quick solution is a **landing page** (more on this next page), or refer them to your **Facebook or Instagram** page.

2. Go to Google URL Shortener which is a **free** URL (web address) shortener that crunches long website addresses down into a short link. The extra beauty is, you can **TRACK THE CLICKS** and if you have a Google Account you can store them.

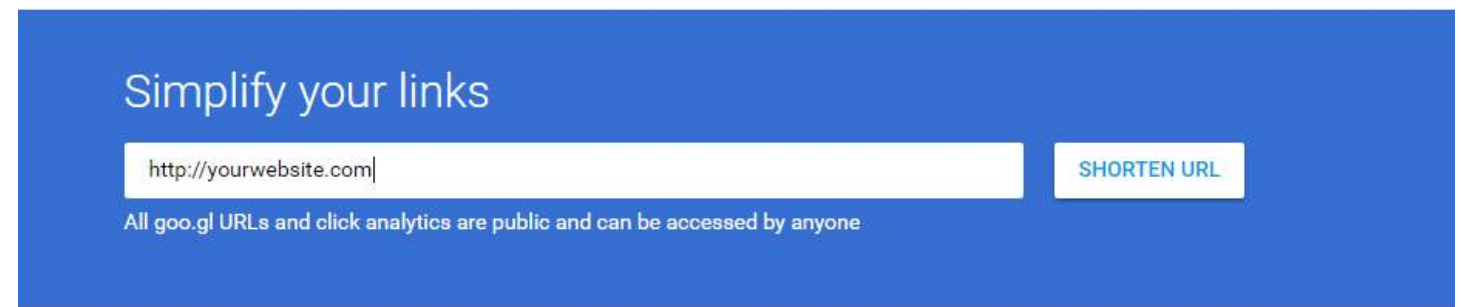
3. Login to your SMS Express account, click on **Bulk Messages**, select your Group, and create your text message, including your URL.

4. Once your message has been tested and sent out, go to your Google URL Shortener account and check how many people did actually click the link in your SMS.

..if your website looks dodgy on a mobile phone (ie not responsive), you are leaving money on the table for your competitors. The next page offers you a solution...



### Google URL Shortener



Original URL	Created	Short URL	All C
autoforwardsms.com	59 minutes ago	goo.gl/wAmIQU	7



## Mobile Friendly Website Landing Pages

A **landing page** simply means where a person “lands” after clicking on a link. This can be a 1-page site, your website, or even a Facebook or Instagram page. But with many more people shopping via their mobile phone it’s crucial your website is “responsive”. This means it should look good on any size screen, especially mobile phones.

Most of us don’t have a web designer on call, or don’t have the budget to create a responsive website, but thankfully the days of paying some website developer thousands to build your responsive site are long gone!

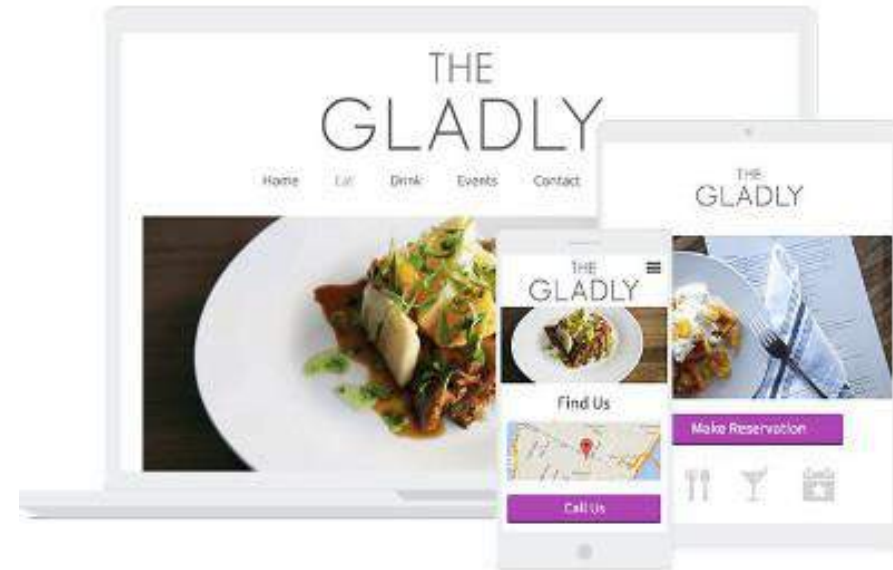
We offer you a secure DIY platform for creating a website that looks good on a PC, laptop, iPad or mobile phone.

Because SMS goes hand-in-hand with a website, we thought it was a no-brainer to offer this service to you.

Of course, not all SMS broadcasts will need to do all this. You may send out alerts or reminders, and never need to fuss with landing pages or websites.

But if you do, it’s a great way to interact with customers and see what impact your campaigns are having on the small screen!

If you’d like info on this, call Kerry on 1300 668 287 or [kerryn@smsexpress.com.au](mailto:kerryn@smsexpress.com.au) for a no-obligation chat about your mobile marketing strategy.



## What Day or Time Should I Send My Text Messages?

This really depends on your business or organisation, and what you think your customers or members are likely to be doing at the time.

It's always best to benchmark yourself by running tests on different days and times....you can even split your Groups and run tests at the same time, but use slightly different words in your text messages to see which one pulls a better response (*called A/B split testing...If you want to test a URL, Instapage also allows you to do this easily*).

So is Monday better to send than a Friday, for example? Maybe... maybe not.

Let's say you're a food retailer with weekly specials. It might be good idea to stick to the same time every week, so people come to expect it. Perhaps Mondays at 10am so shopping lists can be added to, or Wednesday mornings. Depends on your customers and their shopping habits.

We'd certainly recommend sending out "alerts" when you have new stock in, so your customers feel like they have the VIP treatment. These types of text messages can drive traffic into your store.

OR maybe a Friday afternoon or Saturday morning when they are in more of a leisure mode. But don't ever send promotional texts too early or too late. Stick to business hours where possible. People leave their phones on overnight and nobody will thank you for sending a promotional text to them at 7am on a Sunday!

*...and don't forget to monitor any **replies** as people may ask questions. SMS Express system has free live reporting for up to 6 months, so login and check REPLIES or setup your Account to forward any incoming replies to your email (free) or mobile ..contact us if you need help setting this up.*

For restaurants, what about a Tuesday around 4pm (a quiet night for many eateries).....*"come in tonight for 2 for 1" or "free dessert if you show us this SMS" or "chef has top quality fresh salmon in tonight only. Reply to book and we'll save you a lovely cut!"*.

Or a café that caters for workers....a text message at 11am when one's mind is usually on the luncheon meal: *"Hot roast beef rolls with gravy today! Get em while they're hot. Text back to order yours now so it's ready when you arrive."*

Organising an event? Maybe a month ahead, plus follow up reminders would do the trick. There is nothing wrong with mixing it up to see what day works better . SMS messages sent to customers can be easy to track in regards to responses, and if you need some ideas, we're always here to help.



## SMS Broadcast stats - a real campaign example

One of our lovely clients, who has a very loyal VIP membership for her fashion boutique, sends out a broadcast usually every couple of months when she has a sale, or popular new stock.

With our suggestion and help, the client decided to put a URL to a website page which featured some lovely garment pics. Plus we tracked clickthroughs so we could see how many SMS recipients clicked through to view.

### Quick stats:

- 550 SMS text messages sent
- 109 clicked on the link to view the site
- 20% clickthrough rate...that is pretty darn good!

And we must remember that a lot of the customers probably wouldn't bother clicking on the site as they know the store. Our client was very happy as the **sale went extremely well** during a normally quiet period, and cleared out a lot of stock....bums on seats is what matters!

The clients' customers love the fact they get a **VIP Text Alert** and get in early to the sale. The sales ladies monitor how many people show the text message or mention that they got one.

This client also does email and has a good website, but she finds SMS is far more effective than email in getting the message out to her customers as they ALL HAVE THEIR PHONES ON THEM.

Interesting observation is, these customers are professional women aged 40+ who are out and about, with no time to read email until 'later'.

Quote from our client: *"When they get the SMS some of them turn around and drive straight to the shop!"*

Actually, this was a lesson learned after the first SMS, because some customers *did* come in too early, so now our client puts clear **sale start or end dates** on her text messages. Good problem to have I guess!





## Am I Sending Too Many SMS Messages?

It's a vexing question, but your customers will certainly let you know if you do cross the line...they will OPT OUT (unsubscribe).

Customers have many reasons for wanting to stop getting your messages. They have moved, changed phones, etc...but unless you do something wrong, it's not often you'd get lots of opt outs (with *STOP*, *REMOVE* requests SMS Express handles this automatically for you).

It is quite normal to get opt outs. Just don't take it personally. But if you start getting more opt outs than usual, something may be wrong. Why not call your customers and ask them why they opted out? They may tell you something about your business you didn't know.

Think of SMS messages you get from businesses you deal with. You might get SMS appointment reminders from the hairdresser or dentist, and that's a very handy service.

But what about a **retail** store? Unless they are HOT specials, you probably want to aim for no more than once a month. Having said that, you could be a deal-of-the-day retailer, and customers want daily notices. If you're a **restaurant** or **cafe**, maybe weekly specials would work well.

Give customers a good incentive to join your SMS list. For example: "**get EXCLUSIVE VIP specials via SMS**" or "**get a free bottle of bubbly and chocs on arrival**". It doesn't have to be a discount and don't doubt the power of the word **EXCLUSIVE!**

**TRUE STORY:** A restaurant in my area suddenly started sending me weekly SMS. I didn't opt in but they took mobile numbers when you booked, so they weren't breaching the Spam Act. The problem was, they started sending silly texts. No specials or news, just "Hi we're open" type messages. And then one day they promoted "**breakfast and brunch now available**".

Great! So I went along one Saturday morning for brunch, only to be told "*sorry we don't do brunch on weekends*". *What?*

The restaurant has closed down. Nobody likes to see a business in trouble but I suspect there were more issues other than a poor SMS strategy.



## Has Marketing Got Harder?

Back in Ye Olde Days, the only ads we needed to worry about were the Yellow Pages or the local paper.

Yellow Pages was a big deal back then. Businesses felt they HAD to be in it, but it was horrendously expensive to buy a display ad.

Fast forward to now, and we have Google, who has all but made Yellow Pages ads redundant. There's also other ad platforms like Facebook, Twitter, Bing, Yahoo7, Instagram, websites, email marketing, and of course SMS.

It's enough to make your head spin, trying to keep up with all of this. But with all the spinning comes accountability. In Ye Olde Days, how could you tell how many people found you in the local paper or Yellow Pages? Most times you didn't....it was based on a gut feel, which was probably wrong.

There's none of that "here's hoping it works" in the new "digital" age. You can track how many people looked at your website, visited pages, and then called you or took some form of action. This is why Google Ad Words and Facebook are so attractive, because they are much cheaper and accessible to small business, and you only pay when someone clicks on your site.

But it does all take a lot of work keeping on top of your marketing and promotion activity to keep the sales pipeline open. One of the most important of these pipelines is your website.

And now with almost everyone on tablets and smartphones, it is so important to have a relevant, mobile friendly website which not only allows people to do business with you, but also acts as a data collector.

As you now know, a text message can also link to your website, and track how many people clicked through to your site, so SMS marketing is now a very accountable and essential part of your marketing and promotions strategy.

**An opt-in database of customers that have given you permission to contact them is the Holy Grail of marketing...  
so don't neglect it and don't let your customers slip away to your competitors!**



**At SMS Express, we offer you free advice or assistance with any of your mobile & SMS campaigns. Just ask ☺**