

Start with Text Messaging (SMS)

I'm Going to Cover...

- How it Works
- Why SMS & When
- Case Studies & Examples
- What to Do and What NOT to Do
- Where to Start

FOODY CALL



Text HOU7 to 21333

and start receiving mobile-only offers with some seriously hot deal action. Always last minute and oh so satisfying. A free dessert is yours just for signing up.

Texting-In



The Opt-In Database

Account Profile | Web Integration | Buy Message and Keyword credits | Account Set-up Features | Log Out

Send A Text Message | SMS Keywords | **Contacts** | Inbox | Reports

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Contacts Total: 4,795

Find someone by typing their name or number:

[Prev](#) | [Next](#)

Name	Cell Phone	Signed Up	Unsub
	1-201-xxx-0525	11/16/2010	
	1-201-xxx-4173	10/11/2010	
	1-202-xxx-8230	10/11/2010	
	1-202-xxx-7916	10/23/2010	
	1-202-xxx-6538	12/18/2010	
	1-202-xxx-2762	01/20/2011	
	1-203-xxx-2857	10/06/2010	
	1-203-xxx-8084	01/04/2011	
	1-203-xxx-4416	10/01/2010	
	1-205-xxx-9216	10/26/2010	
	1-206-xxx-5050	10/14/2010	
	1-206-xxx-4247	10/21/2010	
	1-206-xxx-4363	10/08/2010	
	1-206-xxx-7253	10/22/2010	
	1-207-xxx-0334	10/26/2010	
	1-207-xxx-4779	10/19/2010	
	1-207-xxx-9108	11/11/2010	
	1-209-xxx-2799	10/23/2010	
	1-210-xxx-4817	10/15/2010	
	1-212-xxx-3374	11/08/2010	
	1-214-xxx-5094	10/09/2010	
	1-215-xxx-5850	10/15/2010	
	1-215-xxx-2982	12/06/2010	
	1-215-xxx-5485	10/06/2010	
	1-215-xxx-0531	10/10/2010	
	1-215-xxx-1781	09/30/2010	
	1-215-xxx-8583	10/11/2010	

Add Contacts

[Add Contact](#)
[Import Excel File](#)
[Copy & Paste](#)

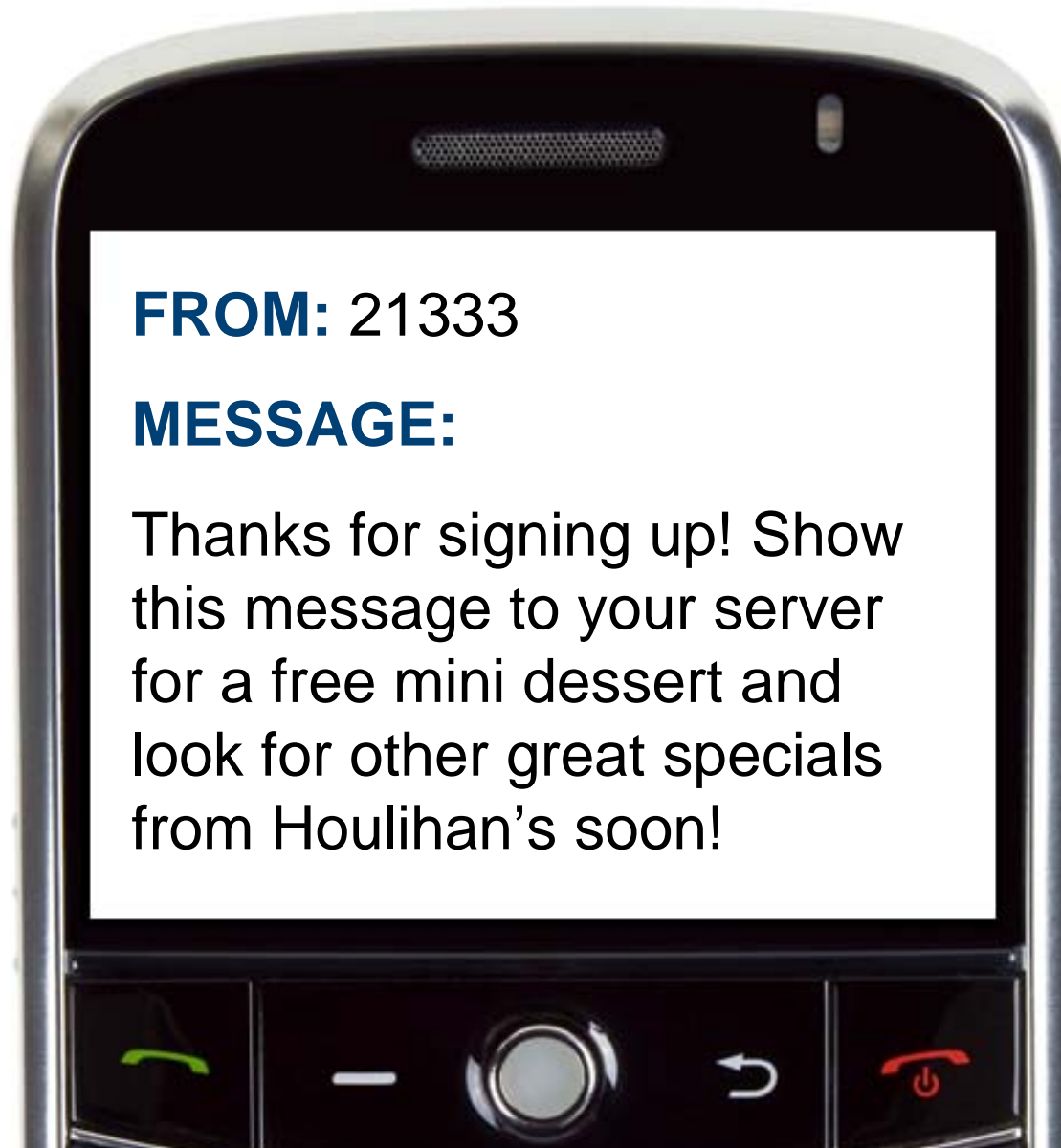
Account Stats

Total Mobile Numbers: 4,744
Last 30 days: 118
Last 3 months: 1,236
Last 6 Months: 4,744
Male: 0 | Female: 0

Please Note...

If you are using the search field to look up a contact do not include any hypens (-) in the search string.

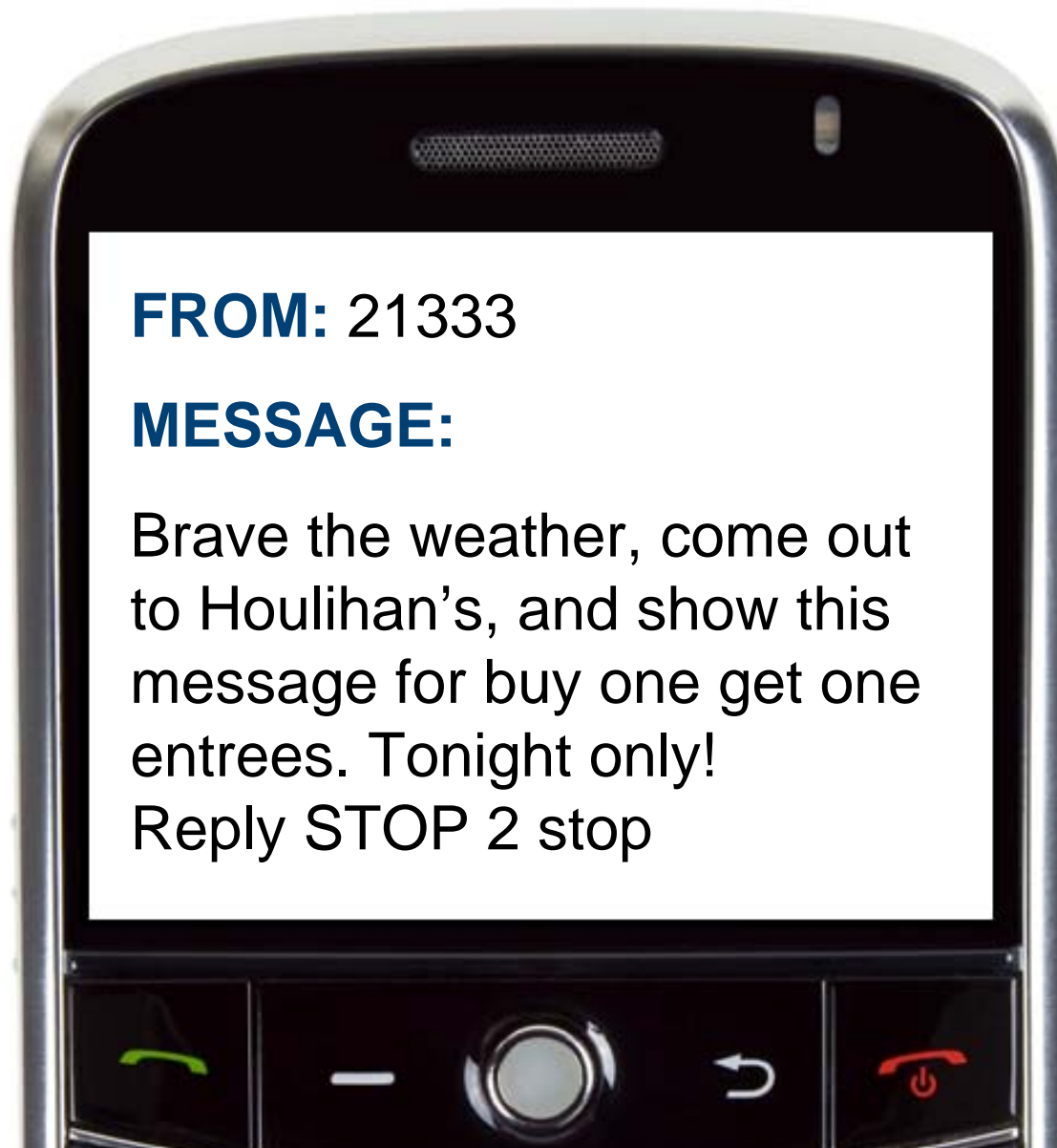
Immediate Reply Message



The Opt-In Database



The Opt-In Database



More About SMS Marketing

- We're talking about opt-in, not spam
- Your audience wants texts, of value
- SMS marketing is similar to email marketing

Why SMS? (and When?)

Our Love Affair with Text Messaging



Pew Research Center (Sep 2011)

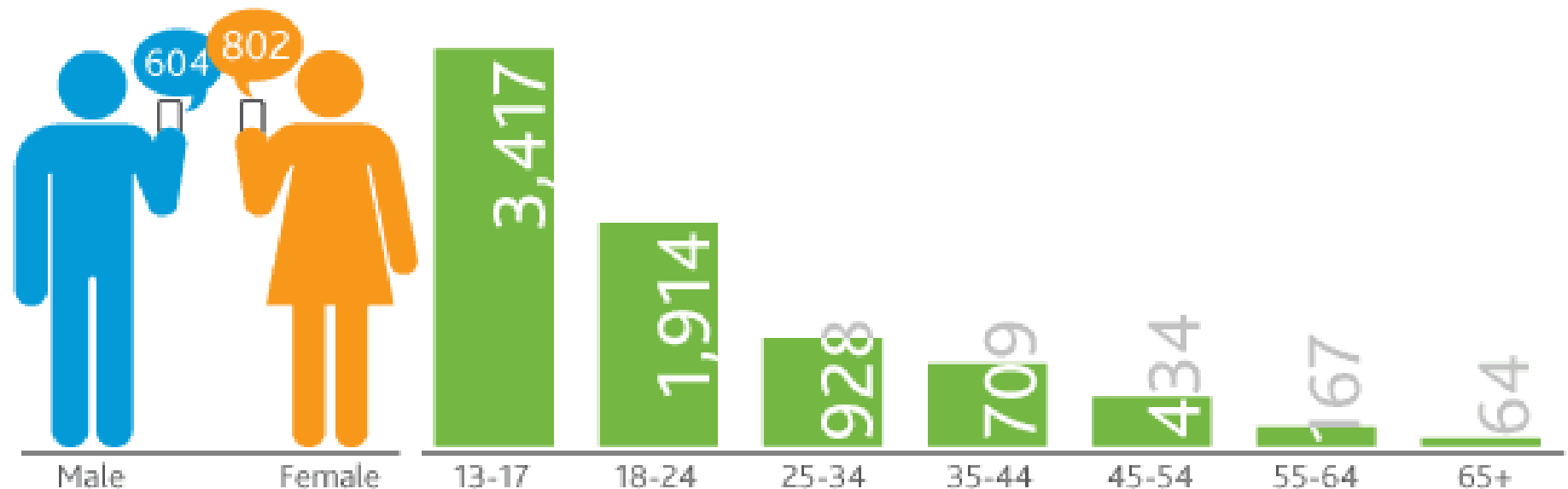
3 out of 4 Americans send and receive text messages

1 in 3 prefer texting over talking

It's Not Just for "Kids"

Average Number of Messages Exchanged per Month

By Age and Gender, Q3, 2011



Source: Nielsen

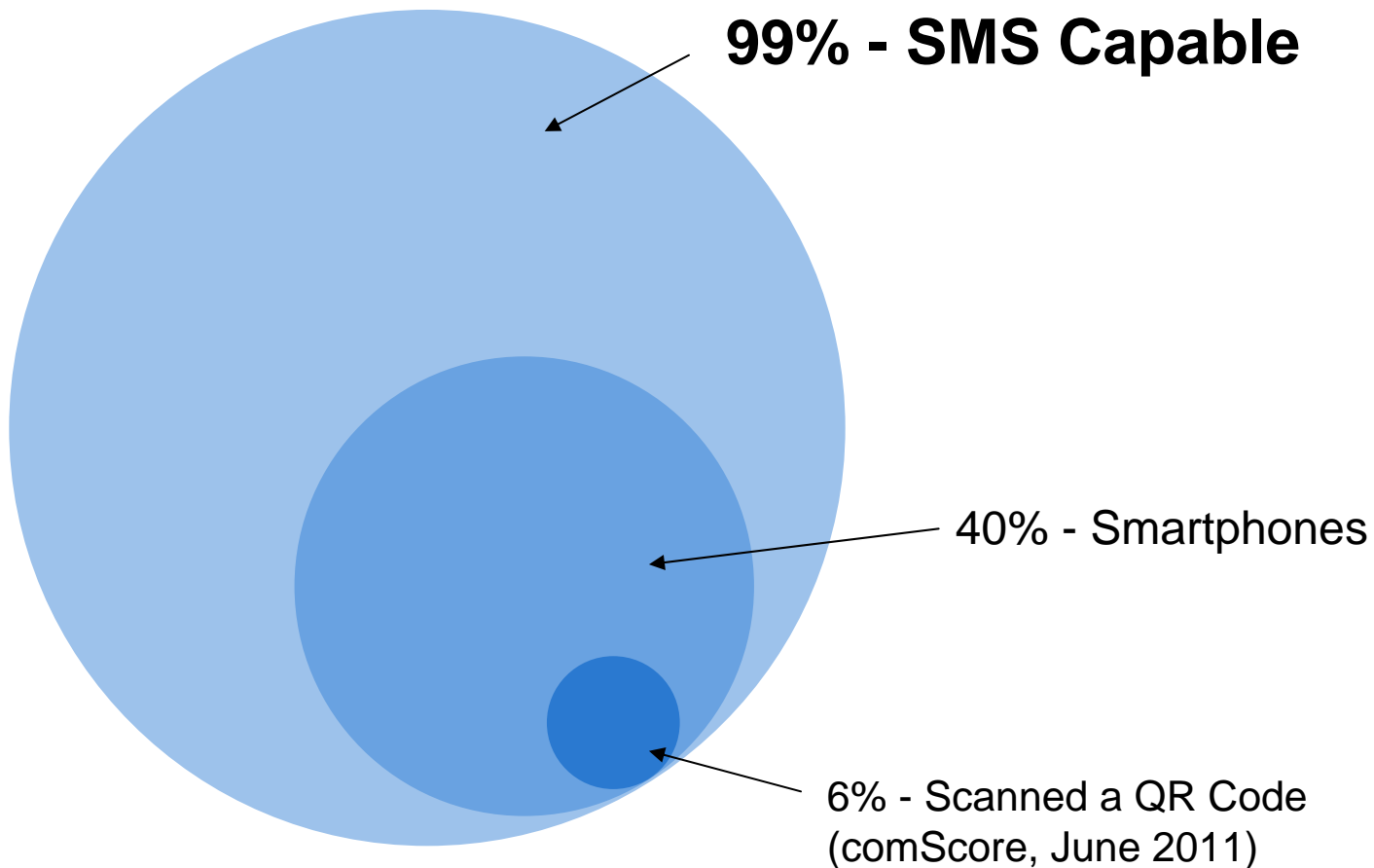
nielsen

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Active Mobile Phones in the US



SMS and Smartphones



SMS and Smartphones

Mobile Content Usage

3 Month Avg. Ending Jun. 2011 vs. 3 Month Avg. Ending Mar. 2011

Total U.S. Mobile Subscribers (Smartphone & Non-Smartphone) Ages 13+

Source: comScore MobiLens

	Share (%) of Mobile Subscribers		
	Mar-11	Jun-11	Point Change
<i>Total Mobile Subscribers</i>	100.0%	100.0%	N/A
Sent text message to another phone	68.6%	69.6%	1.0
Used browser	38.6%	40.1%	1.5
Used downloaded apps	37.3%	39.5%	2.2
Accessed social networking site or blog	27.3%	29.1%	1.8
Played Games	25.7%	26.9%	1.2
Listened to music on mobile phone	17.9%	19.0%	1.1

SMS & Smartphone Apps



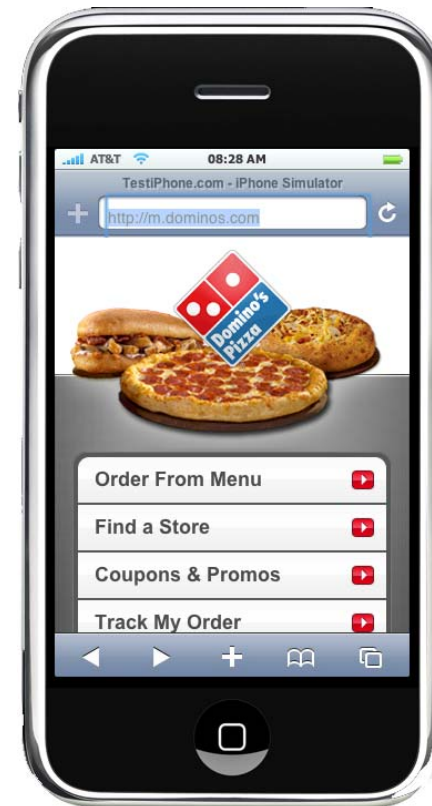
&



SMS & Mobile Websites/Video



&



SMS & QR Codes



&



SMS & Email



&



Why Start With SMS?

- Largest Audience
- Cost-Effective
- Builds Database
- Helps Other Technologies

When Does SMS Make Sense?

- At Events
- In-Store or On-Site
- Traditional Media
- Web and Alerts (sometimes)

Case Studies & Examples

At Events and In-Store/On-Site

- Phones in Pockets
- No more clipboards!
- No more fishbowls!
- It's more fun
- B2B Opportunities (tradeshows)

At Events: AMA, Pittsburgh Chapter



Questions?

(ask and you might win an iPod)

Ask today's speakers questions any time during the program via text message. Text "AMA" followed by your question to 77007. You'll also be entered to win an iPod shuffle!

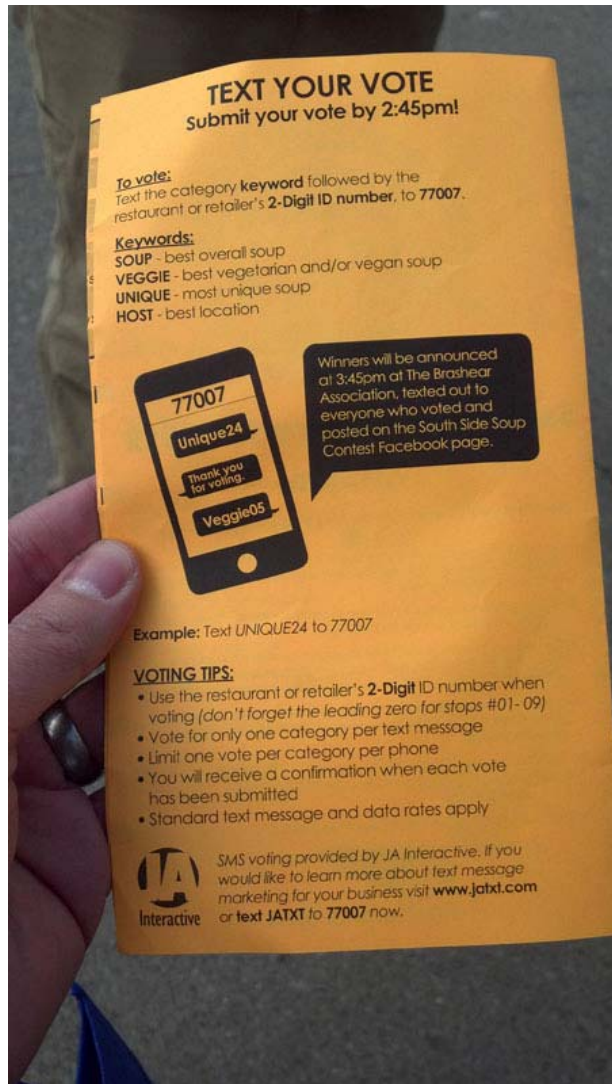


◀ example

In-Store



For Voting: South Side Soup Contest



For Voting: South Side Soup Contest

- 12% participation with paper ballots
- **57%** participation with SMS

SMS and Traditional Media

- Easiest call-to-action
- Measures the media
- Builds database from media
- Cost-effective

On the Radio: LASIK Surgery

“Text LASIK to 12345 for your chance to win free LASIK surgery”



On TV: Chicago's Shedd Aquarium



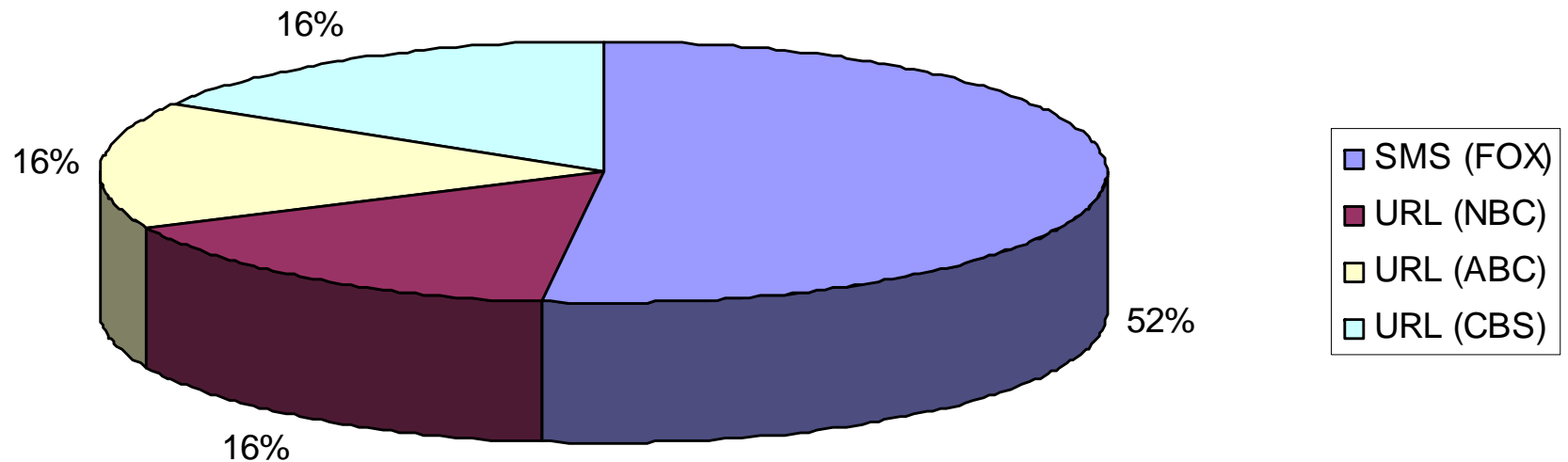
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On TV: Chicago's Shedd Aquarium

SMS vs. Web Entries



More Ideas

- Capture data – email, zip code, etc.
- Surveys & Feedback
- Text-to-screen
- Custom applications & alerts

What to Do, What Not to Do

Growing Your Database

The only two ways you can fail...

- The incentive is not attractive
- You didn't promote the campaign well

The Incentive

- The more immediate the better
- The bigger the better
- Use the incentive to qualify!

Promotion

- Make it the focus
- Clearly state incentive
- Make sure you have their attention

Using Your Database

The only way you can fail...

- Your message isn't valuable

Using Your Database

- Make the information or offer is timely
- Exclusivity
- “Show-Your-Phone”
- Forward to friends
- Links to mobile web, video, apps

Where to Start?

What You Need

- SMS marketing platform
- Shared shortcode
- Keyword(s)
- An incentive
- A place to promote

Measure & Enhance Traditional Media



Your Next Event



Capitalize on Missed Opportunities



win a trip for 2 to
DUBLIN, IRELAND
st. patrick's day 2012

An tAontas Eorpach
European Union
ÉIRE
IRELAND

it's almost here.
visit our new website &
enter to win online.
september 1st
claddaghirishpubs.com

No purchase necessary to enter. Must complete a limerick & register to win online.
See more information, rules & regulations at www.claddaghirishpubs.com.

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Do This -



WIN A SUMMER VACATION AND A PRIVATE BREWERY TOUR

TEXT SAM2 TO 75309

Samuel Adams® / Cheers to Summer! Sweepstakes
No Purchase necessary. Sweepstakes open to all US residents except CA who are 21 years of age or older. One (1) Grand Prize: a vacation for 2 on Cape Cod, MA and a Samuel Adams brewery tour. Other prizes include a grill/smoker valued at \$1500. Sweepstakes begins at 12:01 a.m. Eastern Standard Time on June 1, 2010 and ends at 11:59 p.m. Eastern Standard Time on August 31, 2010. To enter text ["SAM2"] to shortcode ["75309"] or visit www.cheerstosummer.com to submit an online entry. Standard text rates may apply; check your wireless plan. See Official Rules at www.cheerstosummer.com for complete details. Void where prohibited.

Questions?

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JA.TXT SMS Marketing Platform

www.jatxt.com