Local Pulse Marketing

Mobile Campaign Process

The mobile campaign process is a Lead Generation (List Building) Process. You are focused on building a list of mobile phone numbers.

Once you've created a list, you will market to this list to grow your customer base. You will also market to your current customers that have joined this phone list – to keep them as customers, to bring them in more often to buy and to increase the value of what they buy.

Let's review how to do this. The first thing you do is **place a <u>Text "Call to Action</u>."**

> A Text "Call to Action" is an offer (coupon, discount, information) that someone can have if he texts in from his mobile phone.

- A **KEYWORD** is a short word or group of letters/numbers specific to your offer.

- A **SHORTCODE** is a short phone number (5 or 6 digits).

- You ask someone to **Text a KEYWORD to a SHORT CODE.**

- This is called **Opting In**. **Opting In** gives permission for you to market to them.

- **Opting In** is a legal requirement. Marketing (texting) to a mobile phone without permission is spam and is illegal.

Where do you Place a <u>Text "Call to Action?"</u>

- At Point of Sale (POS) Engagements
  - When a customer is paying
  - You have signage with a text-in offer
  - Signs through the store, on the store windows

- Incorporated with Traditional marketing
  - Print advertising, newsletters, newspapers, magazines
  - Table tents, on menus
  - Billboards, street signage
  - TV ads, Radio Ads

- Add a Mobile "Call to Action" in a PC Website

- Face to Face Interactions
  - Have employees offer coupon to customers if they text in.
  - Store/restaurant staff wear buttons with "Ask Me How to Get a Free …" or some other encouragement.

- Email messages – in signatures or in content

- Mobile websites, smartphone apps, mobile ads
  - Place offers

- Voice messages or when answering phone
  - "Thank you for calling BUSINESS NAME. Text KEYWORD to SHORTCODE to join our mobile coupon club. How can I help you?"

When people **Opt-in (text in),** the information goes into a **Group Database (a List).** In addition to a mobile phone number, additional information could include a name and email address.

- Create Groups of phone numbers (Lists) based on:
  - Campaign responses (e.g., keyword, polling, etc.)

You'll start to create **Customer Profiles** based on the different responses to your marketing offers.

- Shopping preferences
- Preferred days of the week to dine out
- Expressed opinions
  - E.g. favorite ice cream flavor or pizza topping
- Grocery store purchases
- Name brand purchases, etc.

You'll be able to create Laser Focused Text Marketing Campaigns for specific Groups (Lists) based on their customer profiles.

- Can market to a **specific Group (a List)**
  - Coupon for Deep Dish Pizza Lovers Group
  - Discount for Nike sneakers buyers Group
- Can market to **combined Groups (combined Lists)**
  - Offer is applicable to more than one Group
  - Market a 2for1 pizza coupon to a Group that prefers meat pizza combined with a Group that prefers veggie pizza.

When you send a coupon or discount to someone who has bought or used that product or service in the past, they're likely to use it again. This will result in more visits to your business and more sales. This type of marketing provides a better ROI based on your knowledge of the customer's specific past behavior.

Of course, you want to encourage your customers to encourage their friends and family to text in for these great offers also.

You then Rinse and Repeat the process.
- Create **Opt-in Calls to Action** to get **new customers**
- Create **Marketing Offers** to send to existing customers.
  - Increase customer retention
  - Increase the number of customer purchases
  - Increase the dollar value of customer purchases

There are Two Types of Text (SMS) Mobile Campaigns:

1. **Incoming (Opt-in) Text Campaigns – Lead (List) Generation**
   - Keyword
   - Voting/Polling
   - Auto Responder
   - Text2Screen
   - Survey
   - Text2Win

✓ You need to have a list to market to – and this is created by using Incoming Text Campaigns.

✓ Remember: Permission must be given before we can market to a customer in the future using mobile phone texting.
This permission is called Opting In.

✓ Make sure customers know what they're opting in for. Let them know approximately how many messages they can expect to receive monthly.

✓ You must provide a way for customers to Opt-out if they do not wish to receive any more messages from you. (Reply STOP to end.)

Opt-in text campaigns are invitations to agree to receive future text messages from you – by responding to an offer.

Types of offers could include:

- A coupon or discount
- A chance to win something
- Information
- An invitation to express an opinion

2. Outgoing Text Campaigns – Marketing to List

- Blast (& Alert)

An Outgoing Text Campaign is a message or an offer sent by you to a Group or a combination of Groups – to the Group's mobile phones.

Examples of Outgoing Text Campaigns include:

- Notice of a special event (or changes to event)
- Discount or Coupon applicable to the Group
- Interesting piece of information
- Reminders or thank-you messages