

Mobile Marketing Winner\$

Week 29, July 2009

Can you spot the SMS campaign?

Dear Mobile Marketing Winner\$ Team Member,

Mobile Marketing Winner\$ are a network of marketing and PR specialists. We are dedicated to educate and coach, consult and support to save you time and money when it comes to engineering your mobile marketing campaign.

In today's newsletter we pose a challenge to you: Can you spot the SMS campaign? Read below why this is an exciting challenge for your benefit.

Also don't forget to book your **Early Bird** seat for this year's *Thinking Mobile™* Conference Series. The venue has been confirmed to be The Wanderers Club in Illovo, Johannesburg, both for its central location and convenient parking facilities. Book your seat [HERE](#).

Until next week...

Best wishes,
Your Mobile Marketing Winner\$ Team

Can you spot the SMS campaign?

by Mobile Marketing Winner\$ Team Leader [Alexander Gregori](#)

We all know about mobile marketing (more or less) and for most people it begins and ends with SMS campaigns. SMS campaigns make a lot of sense. They are easy and cheap to set up, people are all familiar with them and, best of all, they really work. However, the question to ask is whether it is really a "positive result" if you have a lot of entries for your campaign and have produced a "cell phone number data base". We put it to you that most SMS campaigns are nothing more than a glorified brand extension.

So here is our challenge to you: in the following week see if you can spot at least three SMS campaigns. This should be fairly easy, because they are advertised all over the place in above the line media like television, radio, print and even outdoor. Next, make a point of actually entering the competitions.

If nothing else happens after you entered, except for you maybe receiving a response SMS to thank you for your entry, you know that there is something amiss. And we bet you that this will happen in at least two out of the three campaigns.

What does that mean? Well, imagine a huge computer with a lot of cell numbers, collected at the cost of all the above the line ad spend. That's what it means. No less, but sadly also no more! Now imagine you are the marketing- or brand manager who sits on this cell phone number data base. What are you going to do with it?

Exactly!

So here is our sales pitch: run your SMS campaign and spend all the money on above the line advertising to drive people to participate in your campaign as you would normally do, BUT

let us show you how you can set up the back end of your campaign in such a way that you can actually use your data base in the most optimized way possible :-)

How? Simply drop me a line to alex@mymobworld.com and we'll get in touch with you!

***Thinking Mobile™* Conference Update**

The conference is around the corner and delegate registrations are rooling in :-)

We have now also secured the conference venue. The Wanderers Club in Illovo, Johannesburg was chosen for its central position and ample parking facilities. Get your venue map [HERE](#).

In addition to BizCommunity.com coming on board as media sponsor, the conference now also receives international coverage through a second media sponsor, mobiThinking.com

From this week you can read two articles in BizCommunity every week until the conference, written by our conference speakers and focusing on practical mobile marketing solutions.

We have also recently launched the conference mobisite and you can access it straight from your cell phone browser on <http://mobilemarketingwinners.param.mobi> The mobisite carries all the information from the [conference website](#) and you can now access it on the go, including full delegate registration functionality.

Remember, conference seats are limited and **Early Bird bookings** for delegates **close Monday, 27 July 2009**. Secure your participation now and book your seat [HERE](#).

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