

Mobile Marketing Winner\$

Week 30, July 2009

Can you spot the SMS campaign? Part II

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 follow up on last weeks challenge *Can you spot the SMS campaign?* and ask how many *illegal* SMS campaigns you spotted :-)

Also don't forget to book your **Early Bird** seat for this year's *Thinking Mobile™* Conference Series. Book your seat [HERE](#).

Until next week...

Best wishes,
Your Mobile Marketing Winner\$ Team

Can you spot the SMS campaign? Part II

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

Last week we challenged you to spot at least three SMS campaigns and actually participate to test if the campaigns collect anything more from you than your name and cell phone number. If they didn't than you just witnessed a marketing department burning money because, apart from a sexy branding exercise, they did not use the mobile component of their campaign as best as they could have.

The reason for this is simply that if you spend all that money for above the line advertising to drive people to participate in your campaign and SMS a keyword to a short code, you should collect more than a bunch of worthless cell phone numbers. For example, information on who these participants are, what they do, what they like and dislike and so on.

In short, you should build [Quality Leads™](#).

To prevent YOU from making the same mistake we invite you to contact a Mobile Marketing Winner\$ team leader or email me directly on alex@mymobworld.com and we'll get in touch with you!

But contacting us will save you another headache...

This week we ask you the question: how many of the SMS campaigns you spotted were actually *illegal*? Well, we don't know how many SMS campaigns you spotted but we can still tell you that there is a 99.99% chance that all of them were illegal!

Let me say that again: **there is a 99.99% chance that all of them were illegal!**

If this comes as a shocker to you, or if you now think that we have all gone crazy here at Mobile Marketing Winner\$, I invite you to read the article *Illegal Lotteries* in my blog [HERE](#).

That will both shock and entertain you and following the supplied information will also save you a lot of money :-)

Thinking Mobile™ Conference Update

More good news about the conference is that Mobile Marketing Winner\$ have secured MTN as a sponsor partner. This is further confirmation of the quality of our speakers and the right formula for delegates.

Mobile marketing is the ideal tool for:

1. internal communication (for example because it is cheaper and more real time than newsletters and totally location independent for recipients, unlike email);
2. overall marketing strategy and objectives (for example as an integral, long term, sustainable component of a brands' marketing mix); and
3. one-on-one client/customer communication (for example to build and mine a data base of [Quality Leads™](#)) ... ah here it goes again :-)

The challenge for marketers is to get it right the first time and, as the article on [Illegal Lotteries](#) above suggests, there are many potential pitfalls.

Luckily, help is at hand in the form of booking your delegate seat at the *Thinking Mobile™* Conference! So book your seat now!

You can do so from your computer on the official conference website <http://mobilemarketingwinners.com> or directly from your cell phone browser on <http://mobilemarketingwinners.param.mobi>.

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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