

Mobile Marketing Winner\$

Week 38, September 2009

Beware the Fine...

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.

Welcome to all new subscribers and thank you for reading. We look forward to hearing from you. Please tell us how we can make the newsletter even more relevant for you.

In today's newsletter we give you a short introduction of WASPA and share with you how real fines imposed for running illegal mobile marketing campaigns really are.

You can now also access all previous Mobile Marketing Winner\$ Newsletters in our Newsletter Archive [HERE](#).

Until next week...

Best wishes

and keep *Thinking Mobile™*

Your Mobile Marketing Winner\$ Team

Beware the Fine...

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

Okay, when we warn again and again against unscrupulous mobile marketing "service" providers who can do your campaign more harm than good, we are actually very serious, although we might sound like a broken record. Remember the US\$90 million class action suit that [Simon & Schuster publishers](#) lost a few months ago?

Yes, but that is the US, I hear you say. South Africa is not that "trigger happy" when it comes to similar laws suits. Well, let me introduce you to [WASPA](#). WASPA stands for **W**ireless **A**pplication **S**ervice **P**roviders' **A**ssociation. They are a type of consumer watchdog that tries to ensure that marketers don't rip off consumers too much.

Let me give you the bad news first: WASPA argues that it can only act against its members who have signed its [Code of Conduct](#). Unfortunately, two of the biggest distributors of sms spam, scams and illegal lotteries, MTN and Vodacom, are not WASPA members. Consequently, the organization could not act when Vodacom ripped off consumers with their "[Win 100 BMW's](#)" campaign and it was equally toothless against MTN's recent [15 Year Birthday Competition](#) scam.

But WASPA does punish the smaller guys now and again, and that can be pretty painful too. In [August 2009](#) alone it handled 40 complaints and handed down 29 convictions, imposing fines of between R2,000 to R250,000 each. One of the more well known companies that received convictions is Integrat (5 complaints, 4 convictions, R585,000 total fines for August).

I am not trying to be the consumer champion here, although I do believe in ethical marketing.

My point is that if you, the marketer, are not careful and let the "wrong" companies handle your mobile marketing campaigns, you not only harm your brand but you could actually end up paying hefty fines as well. The decision is obviously up to you, and your deliberations could include weighing up the "benefit" of a campaign versus risking having to pay a potential fine because it is not "100%" within the perimeters of the law. You might conclude that it is worth taking the risk.

Trust me, a company like Integrat made their maths. If they are "happy" to pay fines in excess of half a million Rand a month, they made a conscious decision that their earnings from running legally "questionable" campaigns far outweigh the risks for potential fines. This is also a way to conduct your business...

All you other marketers out there who are interested in protecting your brand and at the same time making a healthy profit in an ethical way, consider talking to mobile marketing consultants who can help you.

Please visit <http://mymobworld.com> from your computer or <http://mymobworld.mobi> from your mobile or simply drop me an email at alex@mymobworld.com

Mobile Web Africa

There is another exciting conference happening on 13 and 14 October 2009 in Johannesburg, South Africa. [Mobile Web Africa](#) focuses on mobile web applications and features a packed program with national and international speakers. Benefit from early registration prices [HERE](#).

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