

# Mobile Marketing Winner\$

Week 39, September 2009

## ***Broad- versus Narrow-Casting***

**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 take a look at the good old broadcasting methods of traditional media and compare it to the narrowcasting opportunities that mobile marketing offers.

Once again welcome to all new subscribers and thank you for having us in your inbox. We look forward to hearing from you, so please let us know how we can make the newsletter even more relevant for you.

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

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### ***Broad- versus Narrow-Casting***

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

We are all familiar with the term "broadcasting". It refers to content being sent from a central point to a large number of people. Broadcasting build entire new industries and also revolutionized the advertising industry because a company could suddenly reach a whole country. Well, potentially at least... Of course even the speakers at Speakers' Corner in Hyde Park, London were already broadcasting, but it was only with the advent of radio- and later television that broadcasting really took off on a large scale

Some of you might remember the impact that Orson Welles' radio broadcast "War of the Worlds" had on America on 30 October 1938. The show was an adaptation of H.G. Wells' novel by the same name. Narrated by Orson Welles in the form of a news broadcast, it "reported" on a Martian invasion of America. Many Americans believed that the show was actually an authentic news broadcast and a huge panick gripped the country.

This is the power of broadcasting. Today broadcasting can potentially reach the whole world all at once. International television stations such as CNN, but also internet radio stations are just two examples. Nielsen is the Alpha & Omega that measures the reach of broadcasting. As an advertiser you pay a Cost per Thousand (CPM) price to reach these audiences and the effective price is determined by how many thousands or millions of people a broadcast reaches, based on Nielsen figures.

Of course you never really know who you are actually reaching. Nielsen figures remain guess work. And the people that you reach with a broadcast cannot talk back, so you can basically just tell them anything, in the hope that there will be some response to your message.

Enter mobile marketing which now allows you to Narrowcast :-)

What does "narrow-casting" mean? Well, imagine that Nielsen told you that you would reach 1 million people if you advertise during a specific television program. That means that you **potentially** reach 1 million people with this specific **broadcast**. It also means that you actually pay for the 1 million people, whether you reach them or not. On the other hand, if you have an opt-in mobile data base of 1 million people and you sent out 1 million individual messages, for example via a bulk sms tool, then you **actually** reach 1 million individuals with this specific **narrowcast**. Also you pay only for those individuals you actually reach.

This is infinitely more powerful!

Narrow-casting does not suggest that you reach less people. It only means that you reach individuals on an individual level. And this being a mobile marketing exercise it obviously also means that you can include an option for your recipients to respond. So in our above example you not only **actually** reach 1 million individuals but you can also measure their response rate with 100% accuracy and you only pay for the individuals you reached.

How is that for a return on investment (ROI)?

If you want to learn more about Narrow-casting and how it can positively add to **your** bottom line simply visit <http://mymobworld.com> from your computer or <http://mymobworld.mobi> from your mobile or simply drop me an email at [alex@mymobworld.com](mailto: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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