

Mobile Marketing Winner\$

Week 43, October 2009

Mobile does not work

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 look at a killer argument against mobile and invite speaker presentations for *Thinking Mobile™* 2010 Conference & Exhibition.

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

Mobile does not work

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

As mobile marketing strategists, we cannot, by definitions, agree with the statement "mobile does not work". It does make sense however to take a serious look at this statement and find out where it is coming from. Mind you, often we hear that "mobile does not work" from a company that has actually tried it. And it didn't work. Why is that?

Well, first of all let me point out that we have not yet heard anybody complain that the good ol' SMS Campaigns don't work. You know, the ones where customers are asked to sms a keyword to a short code. While it is true that most of these SMS Campaigns do nothing more than collect worthless cell phone numbers, marketers are usually happy with the results. This is of course because they don't know what SMS Campaigns *could* achieve for them, so they settle for being happy because they generated above average response rates.

A SMS Campaign is, in essence, a direct marketing campaign. Traditionally the response rate for direct marketing campaigns is somewhere between 1% and 3%, but in mobile it is more like 20% to 30%. Therefore, if a marketer runs a campaign that produces a 30% response rate versus a 3% response rate he thinks that the campaign did well.

So you see, it is all a questions of objectives and expectations. This observation is also the clue to why some marketers claim that "mobile does not work". In saying that they simply refer to a specific mobile tool which they have tried and which "did not work for them". I recently spoke to a marketer who had exactly this type of experience.

Here is what happened. The company in question wanted to become a bit more adventurous and do something more than a "tried and tested" SMS Campaign. They ventured into driving

traffic to a mobisite. Above the line advertising promoted the mobisite by asking customers to type the mobisite's URL in their mobile phone browser to visit. The results were dismal and the company concluded that "the South African customer is not yet ready" for this type of mobile marketing tool.

It is true that people in general, whether they are South African or not, are not used to typing a URL in their phone browser. The solution to this challenge is simply to ask them to SMS a keyword to a short code and include the mobisite URL as a hyperlink in the response SMS. Users who click on the link automatically land on the mobisite.

So the conclusion of the company was actually wrong because it was based on wrong objectives and wrong expectations.

In the following five weeks we will run you through a basic course of how to compile a mobile marketing campaign and what to look out for so that you do not make similar mistakes as the company in the example above. However, every industry is different so we will focus the short course on the following five industries, one in each week:

1. Media
2. Retail & FMCG
3. Sport & Leisure
4. Hospitality & Tourism
5. Health & Beauty

PointZero launched

UK based company [Point Zero Media](#) launched a new online magazine, PointZero. This is a kick-ass publication on Web2.0, mobile and social media topics with a really sexy layout and well worth a read. And I do not say that only because yours truly contributed! Get your FREE copy [HERE](#).

***Thinking Mobile*™ 2010**

Preparations for *Thinking Mobile*™ 2010 are in full swing and we are inviting speaker proposals. If you would like to speak at the event please email your speaker proposal to alex@mymobworld.com

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