



SMS marketing A-B-C

**Everything you should know before
sending your first commercial SMS**

How do you build a high-quality number database?

How do you write an effective advertising message in 160 characters?

How do you create multichannel campaigns?

How do you measure an SMS campaign's effectiveness?

| | |
|----|--------------------------------------|
| 2 | Introduction |
| 4 | SMS marketing statistics |
| 6 | Benefits from SMS marketing |
| 8 | Collecting databases |
| 10 | How to collect unique databases |
| 12 | Proven effectiveness (Case Study 1) |
| 14 | Effective message in 160 characters |
| 19 | Proven effectiveness (Case Study 2) |
| 20 | How to plan multichannel campaigns? |
| 24 | Proven effectiveness (Case Study 3) |
| 26 | Measuring SMS campaign effectiveness |
| 29 | Any additional questions? |



Introduction

SMS marketing, despite its popularity, is still an issue that evokes mixed feelings among entrepreneurs and marketing specialists. On the one hand, the short text message is a well-known tool in marketing communication, while on the other hand, even professional marketers are still wondering how to get the most out of their actions in this communication channel. Additionally, from my own experience and from many conversations I had during various marketing conferences, I know that many professionals find both great potential and a huge challenge in using SMS communication. We knew about all these fears and doubts while preparing this book. That's why we did our best to collect all the issues and misunderstandings and present SMS marketing in a way that actually works (or should work), and show all of the benefits in this short guide. In addition, we endeavour to answer all the questions you might ask:

- How can SMS support the effectiveness of my marketing actions?
- How to involve SMS in multichannel marketing campaigns?
- How to measure the effectiveness of SMS campaigns?

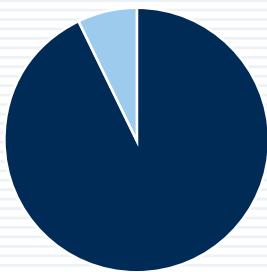
In this A-B-C guide, you'll find many tips and case studies. On behalf of the whole SMSAPI team, I hope you'll find this guide useful enough to start sending successful SMS campaigns.

Andrzej Ogonowski
Marketing and PR director

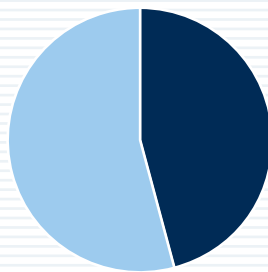
SMS marketing statistics

According to Nielsen research, 46% of consumers confirmed that they decided on a purchase due to a text they received on their mobile phone. SMSAPI client's experience shows that sending even one SMS, let alone a properly targeted SMS campaign, can result in 30% effectiveness. The short text message is a highly efficient communication tool compared to other communication channels.

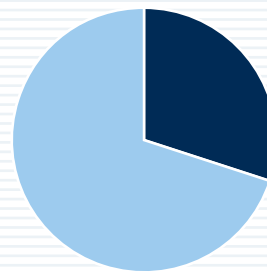
SMS marketing effectiveness



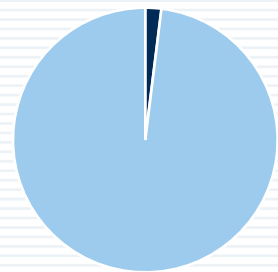
■ 93% ■ 7%



■ 46% ■ 54%



■ 30% ■ 70%



■ 2% ■ 98%

93% of customers read all texts messages received on their mobile phone, and 46% of mobile phone users admit they made a purchase due to receiving an SMS.

30% – such effectiveness can be achieved in an SMS campaign sent once to an internal number database.

In 2012, SMS was celebrating its 20th birthday. In the early 90's nobody, except a few visionaries, could have predicted that a short and inconspicuous form of messaging would become one of the most popular communication channels worldwide. According to the active mobile connections counter of mobile analysis company GSMA Intelligence, there are over 7.2 billion active SIM cards in the world. In addition, that number is growing more than five times faster than the human population. This clearly shows that mobile marketing is a completely different communication tool than it was just a few years ago. New approaches to SMS marketing, where building reliable and long-term relationships with customers is the goal, is a natural consequence of understanding these changes.

Mobile marketing is a form of communication with the external environment, mainly clients and consumers, where the communication channel runs through mobile phones and smartphones. There are different communication tools, like: SMS, MMS, VMS,



Bluetooth, QR codes, mobile apps, mobile sites. Mobile branches keep developing, and see big potential in SMS marketing and communication – it's becoming more and more popular, not only among global corporations but at local businesses level too. Short message has so many applications, for example, it's used to:

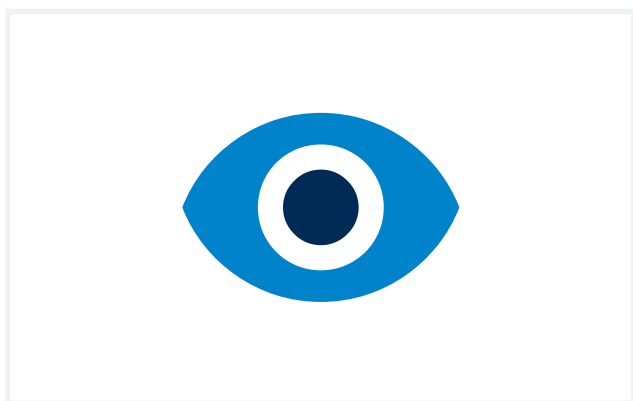
- Make communication with customers faster;
- Get higher revenue in shorter time;
- Build customer trust and loyalty to a brand;
- Direct customers from offline to online or the reverse – using online, to meet with clients in reality;
- Completing messages spread in other communication channels, co-creating 360°actions that include ATL and BTL tools;
- Simplifying internal administration procedures;
- Creating value and competitive advantage.

Of course, we're not claiming that all you need to do to achieve success in your marketing/advertising actions is to enable an SMS communication channel. We want to share our, and our clients, experience with you, to show you the considerable potential that SMS marketing holds.

Benefits from SMS marketing

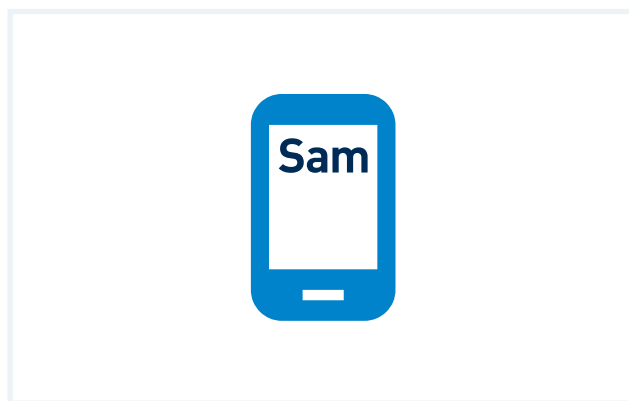
Using SMS marketing can bring many benefits for your company. New solutions in SMS communication make the potential of a message such as a communication tool, bigger than it ever was before. High efficiency, which is also easy to measure, makes SMS communication more and more popular.

We present below 6 main advantages of SMS marketing:



1. Reaching customers directly

One of the biggest advantages of SMS communication is reaching the recipient directly. 93% will read a message right after getting it. Additionally – if a recipient knows who the sender is, it's even more probable that the message will be read.



2. Personalised messages

You can personalise SMS in our system. Thanks to this, all sent messages include personal data, e.g. recipient's name. It's good to make some extra effort while building or importing a contact database, add additional personal information such as Name, Last name etc. and use this in your SMS communication. Try it and find out how it will increase the recipient's engagement – we all love to be treated personally, especially when it comes to such a personal communication channel as SMS texts.





3. Speed of message delivery

SMSAPI platform can send over 300 messages in one second, which equals 20.000 messages per minute. Sending 1 million notifications would take less than an hour.



4. High message efficiency

According to SMSAPI clients, bulk SMS campaigns have 15-30% efficiency. The actual level depends on the quality of the database. Achieving such efficiency in other advertising channels is very difficult, and in some cases nearly impossible.



5. Low cost compared to 'traditional' media

Average cost-per-click on your advert on the Internet is around €1.50, while prices for one SMS start from €0.013. In addition – if you compare prices for adverts in media such as magazine or newspaper, you'll easily notice that for less money you can reach a wider group of recipients by sending a bulk SMS campaign, than by putting an advert in 'traditional' media.



6. Freedom in SMS channel usage

SMS marketing can be used to notify the customer about order status, as well as to send him/her news about latest offers. SMS can be used to send important information – cities can send warnings about bad weather etc. In SMS communication 'the sky is the limit'!



Collecting databases

More and more brands are building their own exclusive databases to reach their target directly. Collecting data about your current or potential clients is a great start for creating an efficient SMS campaign because quality of leads decides success. Companies that use our platform agree that the difference in efficiency between an SMS campaign sent to their own database can be more than 10% greater, compared to a bought or rented database. But what's even more important – using your own database guarantees that all your actions will obey permission marketing rules, meaning you operate with customer consent. When you buy a database it's hard to tell if its quality is sufficient to meet expectations. If you do decide to buy such a database, do it carefully – when the price is very low or the company offering you the database has 'no track record' (no references, no recommendations) you should think twice before you buy. It's worth highlighting this one particular thing – using your own database always means greater efficiency, achieved because by picking the right audience, you're already targeting your message – you pick only those people who are potentially interested in your offer and already agreed to receive this kind of communication from you. Additionally, having your own, exclusive database, gives other benefits:

— Low-cost database building

Collecting your own database can seem like a long-term and complicated process. Unnecessarily, it can look like that. Picking the best way to collect the data requires proper usage of available company resources. How is this done? With, for example, a planned campaign with data collection as a major part, such as offering additional discounts in exchange for giving their phone number.

— Large impact of demographics on the target group

Having your own database gives you the ability to create appropriate categories (age, gender, city, shopping preferences). Of course, bought databases may include these categories as well, but they may have categories that won't fulfil your needs, and what's more, they won't include their reactions in relation to your brand.

— Having a permanent tool for future brand actions

Your own database is a tool that you can develop all the time because it's not a one-time action. Basically, you can enlarge your base after every event or action. If you



keep remembering to add new records it will have a long-term impact on future campaigns and will allow you to systematically increase the effectiveness of campaigns.

All these benefits should encourage you to build your own database. Nevertheless, collecting the data is a process, and you can't have all the interesting numbers instantly. But you can minimise time needed by preparing your next campaigns in such way as to include your new communication needs.

What else to remember?

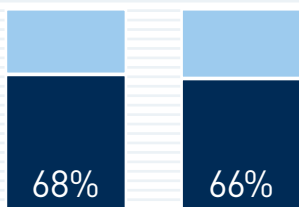
Not every phone number database means ready leads. For example – if an e-shop sends SMS notifications about order status, it doesn't mean it can send marketing messages to the same number. To do so you need additional consumer consent.

How to collect unique databases

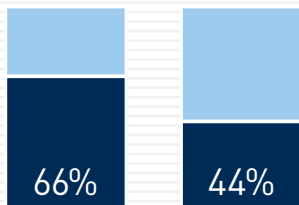
Making your own database can cost you some effort, but trust us – it’s worth it. You need to remember two things: firstly, giving a reason for a customer to share information about their phone number and secondly, informing them how this data will be used in future. If it’s possible, you should also inform them about the frequency of sending. There are many ways to collect your own database, but which you choose depends on the actual possibilities for your company.

1. Applications integrated with social media

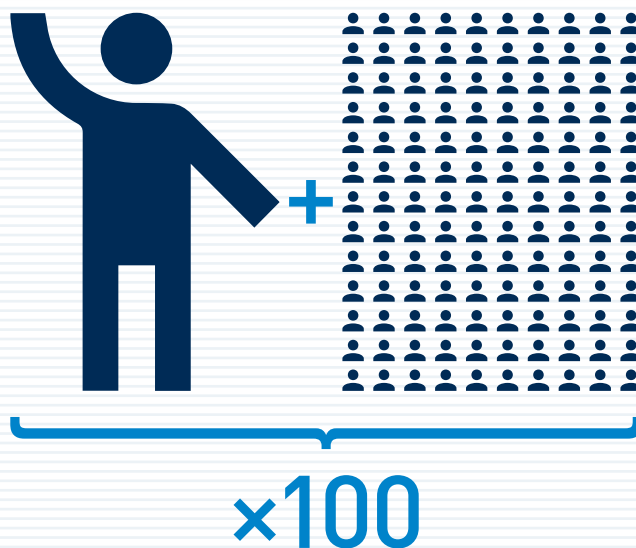
Being present on social media, like Facebook, gives a great opportunity to collect information about users. Facebook applications can retrieve data only after getting consent from users. It’s important to offer something valuable in exchange for their data (e.g. discount code sent via SMS).



68% of Internet users are in loyalty programs, 66% on Internet Users use discount coupons received



66% of Facebook users liked at least one fan page, 44% of users indicate that receiving information about special offers is main reason for liking fan page of a brand



If average user has 130 friends, information about special offer sent to 100 users can reach even 13 000 people!

Facebook in numbers - source: SMS API research, socialbakers, Internet



2. Loyalty programs and competitions

Taking part in a competition or loyalty program that is related to your brand gives an opportunity to receive a special discount, offer or win some sort of prize. When you make such an event or action available you can be sure that people will give you their consent. Recently, loyalty programs have been used to collect addresses and e-mails, but now it is becoming more and more popular to also ask for a phone number, so you can use this information in future campaigns.

3. Your own website

One of the easiest and most effective ways to build relationships with your customers is to keep up with users that have been on your website. Encourage them to leave their data, e.g. sign up for a newsletter. Later, you'll be able to ask them to provide more data, including their mobile phone number.

Proven effectiveness

Case Study 1. Expansion of own database as the additional aim of the loyalty-sales campaign.

Administrator: Zjednoczenie.com for Reserved

RESERVED

Duration: 13/03/2012 – 25/03/2012

Key aim: Sales support and building customer loyalty – distributing 20% discount coupons for newsletter subscribers and 25% for fans of the brand on Facebook. Expansion of databases which are valuable for the brand – acquiring new subscribers to the newsletter and new Facebook fans.

Campaign process:

1. Preparing the promotional campaign, including a dedicated landing page and application for downloading coupons via Facebook.
2. Distribution of discount coupons online – possibility of downloading the coupon via the Reserved profile or by signing up for a newsletter. Both forms required the coupon to be printed.
3. During the campaign, a need for simplifying the download of m-coupons occurred, that is why an additional communication channel was added in the form of text messages. Nearly 30% of the promotion participants decided to download the coupon to their mobile handset.
4. Viral actions: making it possible for internet users to recommend the discounts to their friends by specifying their e-mail address.
5. Utilising additional promotion channels: e-mailing to external databases (with fashion and shopping themes), display campaigns using Google AdWords, in affiliated networks, as well as Facebook Ads. The media plan assumed that the ad will be targeted at females between 20-35 years old, living in medium and large cities.
6. Telling the customers in the stores about the discount coupons.



Campaign results:

Generating more than 250,000 discount coupons. The Reserved Fan Page acquired nearly 110,000 fans while the subscriber database increased by more than 77,000 new mailing addresses. The campaign was awarded in the Mixx Awards 2012 competition in the category of “Direct response”.

Campaign summary:

The campaign was very successful in terms of sales, but it was also conducted with future activities in mind. Thanks to expanding the newsletter subscriber database and acquiring a large number of new Facebook fans, the new activities will have a bigger chance of achieving similar or even better results.

Effectiveness of campaigns conducted for own databases

The experience of SMSAPI users shows that conducting a campaign for one’s own databases is almost a guarantee of achieving better results. The effectiveness of campaigns conducted for external databases amounts to 0-2% as a standard, whereas in the case of campaigns where one’s own databases are used, the effectiveness is approximately 20%. The campaigns of marketers and entrepreneurs with the biggest experience achieve response rates at the level of 30-40%. Of course there are some exceptions to these standards. For instance, when talking about the more expensive products or services, which are not bought spontaneously like clothes or cosmetics, the direct response rate may be slightly below that number. Furthermore, owning a database is the ideal “first step” towards conducting an SMS campaign, but it is not the only activity which has to be undertaken by a marketer. Other factors include, for example: message personalization, designing the proper message, the ability to mobilize for action, or proper management of the time of sending. These aspects will be discussed in more detail in upcoming newsletters.



Effective message in 160 characters

The primary role of an effective marketing message is to attract the attention of a potential client in a way that will encourage him to take an action desired by your company. It is the same in SMS marketing, to make a message that will work, you should try to see it through your potential customer's eyes and adjust the text to get the best result. You have to remember that all actions carried out both before (Planning stage) and after (Summary stage), are basically not seen by the end client. The only element of our SMS campaign visible to the client is a 160 character long message that shows what our brand has to offer. Putting more attention into SMS content and showing added value in it will give you unexpected benefits. If we want our SMS to not only be read but to also give the desired reaction, we should communicate in a clear, straightforward and honest way.

| Messages with high efficiency probability | Messages with lower efficiency probability |
|--|---|
| Sender name: Your_Brand <p>Dear Kate! We want to wish you Happy Birthday and give you a 20% discount coupon for our new collection. Visit us by the end of May!</p> | Sender name: PROMO <p>Visit one of our shops! During March expect many discounts. Your_Brand</p> |
| Sender name: Your_Company <p>Hi Alice! We're having a Shopping Night on 22/08, 8-12 pm and you're invited! Show this message to get extra discount -50%. See you there.</p> | Sender name: INFO <p>There will be a Shopping Night on 22/08, 8-12 pm in our shops. Come and find something for you! Your Brand.</p> |

Table no. 1. Comparison of advertising messages

Value, not promise...

A strategic element in communication with the customer is creating added value, i.e. offering something attractive enough to interest the recipient. To avoid making a message that might be treated as insulting and misleading, the offer should be available "here and now". Anything that you will present as "added value" depends on what market your company operates in. It can be e.g. a discount coupon, invitation to a brand connected

event, free webinar, a contest, additional service etc. Since smartphone popularity has increased, adding a short link to a message has become a really nice feature – you can direct your recipient to a landing page, where the customer can get his discount code or download a free e-book.

While showing you what added value is, it's worth covering what it definitely isn't. All promises are one of those "values" to avoid, e.g. 'The best offer!', 'Our products are incomparable', 'Only we have a summer sale!'. Even if we're convinced that it really is us who have the best offer, our clients won't necessarily share this thought and it's not a value. Also, understated messages cause negative feedback, e.g. giving a 20% discount without specifying that it applies for one brand only. Of course, this will bring customers to your shop... once, and once only – in long-term thinking there's no way this could be a good solution. To summarise – what customers value most is a measurable and direct benefit and/or when a company shows it cares about its client.

Call-to-action

Convincing a recipient that an offer really is good is nearly impossible without giving any particular value. But, even then such an offer can be missed or forgotten if there's no proper call-to-action. That's why it's crucial to remember these additional elements.

— Defining offer validity

M-coupons have their time validity, after which the offer expires. What's important is it should be quite a short period. The best validity time is from 3-7 days for e-commerce, up to 5-14 days when you have offline shops. The experience of SMSAPI clients shows that – especially in e-commerce – 1 or 2-day campaigns can achieve high efficiency. Such actions get the best results when you run them during specific occasions – Children's Day, Women's Day, Valentine's Day etc. Campaigns that last longer than 2 weeks are recommended when the product we want to offer is more complex and a customer needs to rethink it for some time. But again – if you plan to make more than a-month-long campaign, it's good to prepare it in a few stages, e.g. offers available for 5 days every two weeks.

— Underlining message exclusivity

Mass offers are always less valuable than offers directed at certain groups of customers. Showing that a message is personalised encourages customers to keep in touch with the brand. What helps in building relationships with customers is telling them that we have an exclusive group and they can become a member (loyalty pro-



gram) and then referring to their behaviour and shopping preferences (discount only for those who already made a purchase).

— Dialogue at the right time

SMS should be sent only at a specific time and in the proper amount, otherwise recipients will treat them as intrusive. Sending a message early in the morning or very late at night won't bring you positive feedback from your clients. SMSAPI experience shows that the best time for sending messages is from Monday till Saturday, between 9 a.m. and 8 p.m. Also – sending SMS too frequently won't bring you any rewards.





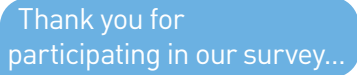
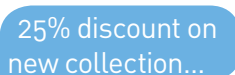

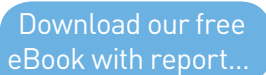
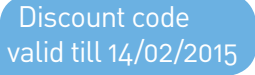
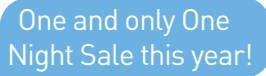
| Action | Target | Realization | Example |
|------------------------------------|--|--|--|
| 1. Sender name | Quick sender identification by recipient | Entering name of company, product or service in Sender ID field | Any sender name, with max 11 characters |
| 2. Greeting | Interaction with recipient | <ul style="list-style-type: none"> a) Personalisation of message b) Ordinary greeting | <ul style="list-style-type: none"> a)  b)  |
| 3. Giving reason for communication | Underlining that message is sent only to a certain group, with special offer | <ul style="list-style-type: none"> a) Indicating participation in Loyalty Program b) Referring to the special events both from the life of the brand, and the consumer c) Reminding of contest or event in which the recipient has participated | <ul style="list-style-type: none"> a)  b)  c)  |
| 4. Offering added value | Showing extra value for having a relationship with brand | <ul style="list-style-type: none"> a) Sending m-coupon with discount b) Invitation to a special event c) Giving knowledge or any other valuable information | <ul style="list-style-type: none"> a)  b)  c)  |
| 5. Call-to-action | Encouraging to act quickly | <ul style="list-style-type: none"> a) Precise indicating of offer validity b) Underlining date of an event | <ul style="list-style-type: none"> a)  b)  |

Table no. 2. Making an efficient message



Flawless campaign

After collecting your own number database and creating the proper message, the planning stage is completed. All that remains is Campaign execution, i.e. sending messages. At this stage, errors rarely occur, but still it's worth remembering a few elements that it's worth paying attention to, because they will affect campaign effectiveness.

| Solution | Benefits |
|---------------------|---|
| Long SMS | <ul style="list-style-type: none">— Sending more information— Entering special characters— Long SMS is displayed as one message |
| SMS with short link | <ul style="list-style-type: none">— Link to desired website— Automation of purchase or making query— Direct call-to-action |
| Rich Media SMS | <ul style="list-style-type: none">— Adding any attachment— Tracking conversion rate |
| SMS & e-mail | <ul style="list-style-type: none">— Enhancing offer with additional information in e-mail— Better Open Rate for e-mail |

Table no. 3. When 160 characters are not enough – working solutions

— Database selection

Internal databases can contain hundreds of thousands of records, especially among nationwide ranging companies. So not every marketing action should be targeted to all clients. It's good to select the proper database, to pick only those who'll find this offer attractive and will find added value in it. Database selection is most commonly based on categories like: age, gender, city or current shopping preferences. Choosing the proper database gives two basic benefits – lower campaign cost (less numbers) and higher effectiveness (only interesting content).

— Setting bandwidth

While sending bulk SMS, in cases where customer reaction is expected (e.g. calling Customer Support or Call Centre), it's good to set bandwidth for such bulk. Maximum number of messages should correspond with customer service answering capabili-

ties. Setting such limits is also good when SMS contains a short link that directs the customer to a website, and the database is really large.

— Setting time period

According to mobile communication good practices, marketing SMS messages should be sent from Monday till Friday, between 9.00 a.m. and 8.00 p.m. Some companies want to set the time of communication more precisely, therefore they tend to follow their customer behaviour, e.g. time of visits to a website, to send SMS at the same time. Other companies simply ask what hours and what frequency can be accepted by their customers and mark preferences in their database.

Proven effectiveness

Case study 2. SMS as an independent channel in a nationwide campaign

Administrator: Monnari

monnari

Duration: Recurring campaigns

Key aim: Increased sales in the showrooms of a stationary brand

Long-term aim: Support the position of the brand in a more difficult period

Campaign process:

1. Gathering personal databases within the scope of a loyalty program (250,000 entries)
2. Introducing promotion for selected products
3. Sending the m-coupon with a discount and invitation to participate in the loyalty program
4. Monitoring effectiveness and settlement while drawing conclusions for future activities

Campaign results:

Own database of customers featured 250 thousand entries. A measurable increase of sales in the brand stores was obtained. After analysing the sent text messages, their effectiveness was calculated at the level of 15-20% (effectiveness calculated as a percentage of customers who redeemed the mobile coupon).

How to plan multichannel campaigns?

Statistically, the average user experiences 3.000 adverts per day. If a company wants an advert to be noticed and have a positive impact, you should try less traditional forms of advertising. Consumers seek information about interesting products and services and they choose companies they want to contact, switching to communication channels which they prefer at that moment. A simple example: customers are more likely to visit a shop after finding information about a special promo on the brand's fan page.

Customers can find their favourite brand, and their expectations tend to grow. They want to feel that an offer suits their needs and that there's some kind of relationship between them and a brand – reaching interesting content first, receiving personalised offers, unavailable to others. Such a phenomenon is described as 'inbound marketing' strategy. But – you can't fully run an inbound marketing strategy with only one solution. It's exactly the opposite, you need to change your approach to building relations with customers and in order to do so you have to get insight into what you customer really needs. It's also important to know how to make a proper impact on the consumer and when to use proper communication channels. Often, to achieve these goals you need to use completely new and unknown solutions, sometimes it's all about good old tools, but used in a new way. Nowadays, companies that are thinking about making marketing campaigns are mixing many tools, but with one, significant message. That's what we call multichannel campaigns.

Increase the effectiveness of email marketing with SMS



Lots of loyalty programs use e-mail as a form of basic communication. This method has its strengths (low cost, possibility to send long and media enriched texts, wide range etc.) and weaknesses (hard to define delivery time, low open rate). SMS is a great answer to these issues.



Integrating e-mail marketing with SMS marketing is not only a popular trend, it's also a really good solution to increase newsletter effectiveness.

Basic advantages of combining these channels:

- Increasing campaign effectiveness;
- Reaching recipients faster;
- Higher open rate;
- Possibility to contact customer offline.

What's worth noticing is the fact that a campaign's higher effectiveness is visible even in the first actions. You have to keep in mind that SMS is a very personal form of contact, but if the message is made in the proper way, it will bring the right results. While planning a multichannel campaign, it's crucial not to multiply information in all channels. The best effect will be achieved if you put something extra in the SMS that wasn't in the e-mail.

Campaigns based on using several tools together will result in greater effects, and a combination of SMS and e-mail is almost the perfect solution. Thanks to this combination, the actions performed are more varied, enriched, but also intriguing and more interesting. For example, it can be a link to a landing page sent by e-mail, with a password that activates an additional discount. Such actions are not only interesting but also encourage our recipients to take part in a game. This helps build higher customer loyalty.

What's interesting is that combining such ideas allows you to create the perfect combination of online and offline actions. SMS accompanies us every day, and receiving it doesn't require any additional action. On the other hand, e-mail marketing gives us wide possibilities in the form of passing information. It's definitely also worth mentioning that combining SMS and e-mail campaigns gives you a wider audience. If you prepare your mailing in a way that encourages people to give you their phone numbers, you can use them later in your SMS campaign.

Mailing is the perfect addition to an SMS campaign – when you merge these actions you enrich the SMS with additional content. You can provide interesting graphics and much more information about your offer, than in the SMS alone. But it's not the only way to bypass the 160 character limit.



SMS in social media



Marketers all around the world noticed the value of social media actions, especially Facebook. Most convincing was this tool's freshness and that it allowed you to have conversations with brand fans. But after brief excitement, everyone noticed that "Facebook doesn't sell". Of course – it helps in building the image of your brand, but it has no impact on sales revenue. And that a perfect space for SMS.

Social media potential can be supported by additional solutions: SMS or special applications for data collection, mailing, display campaigns with Google Adwords, Facebook Ads or landing pages. Using even one of these tools makes engaging users to communicate with your brand a lot easier. It can encourage them to visit the brand site, and eventually supports sales actions.

Facebook can sell. SMS users can use a special Facebook app – SMS Discount, that allows you not only to collect customer data, but also increases sales and more. After putting the app on a fan page, we can start making offers that are not available in other places, e.g. 20% discount on a new collection. You will increase both the number of likes and the number of sales.

SMS communication vs smartphones



Social media is not the only medium that has become more important. Mobile devices are becoming more and more important, especially in advertising as a result of smartphones popularity – over 40% of people worldwide have one. But not only is their popularity important, the way they are used also matters. According to Acision research, over 91% of smartphone users still use SMS as a form of communication. Communication apps OTT/IM are still less popular: Facebook Messenger – 37%, Skype – 17%, Twitter



DM – 17%, Apple iMessage – 11% and Blackberry Messenger – 10%. This means SMS remains the most popular communication tool for most people. It cannot be ignored by marketers. It's not unusual that there are many solutions that don't exclude each other but work perfectly together. Short text message is widespread, easy to receive, cheap to send – thanks to SMS you can promote any aspect of your business.

One example of using SMS to promote a mobile app is worth mentioning for two reasons. First of all – it indicates that there's a need to promote such an app, because the majority of users may not be able to find your product on their own. New communication tools don't replace old ones, they complement them. Most people are used to more traditional forms of communication, that's why using a new one is a great way to stand out – and that's the second advantage of using SMS communication. Not to mention that, due to the low cost of such actions, it really is an affordable solution.

Integrating online and offline channels



Nowadays everything changes very quickly in marketing, what remains is a question – how to reach customers and convince them to take our offer. Those who can define their target group and are able to reach them in the proper place, at the proper time, with the proper message – win. What makes this more difficult is the fact that people are annoyed with traditional forms of advertising. That's why you must keep on looking for new ways to present your offer. Promo actions enriched with interaction and allowing customers to get to know a brand better have much bigger potential to build customer – brand relations. It's also important to create a complete system of exchanging information about the brand, one that works both online and offline. There are many campaigns that prove that it's possible to make this happen. Easy reception and low sending costs can be used to promote other aspects of a brand. Thanks to SMS, we can also promote an app that is prepared for specific devices.

Proven effectiveness

Case study 3. SMS as a channel cooperating with social media

Administrator: University College of Social Sciences

Duration: 25/09/2012 – 30/10/2012

Key aim: Attracting new candidates



Campaign process:

1. Preparing the promotion, e.g. individual m-coupons with a 50% discount and a dedicated landing page with additional information about the promotion.
2. Integrating the Rabaty SMS (SMS Discounts) application with the Fan Page of the University College of Social Sciences in order to collect notifications.
3. Announcing the promotion among the Facebook fans, setting a targeted advertisement to the appropriate target group.
4. Collecting notifications from people who are interested and sending the m-coupons to the specified numbers allowing a 50% discount of the university admission fee.
5. Sending the interested people to the landing page with detailed information about the promotion, and then to the admission form.
6. Making it possible to enter the individual code received by SMS and to register for the studies with a 50% discount.

Campaign results:

Within a month, 61 candidates were acquired which constituted approximately 10% of all first-year students. At the same time, the Fan Page of the University College of Social Sciences acquired approximately 10% new fans. Tomasz Klekot, an Internet Marketing Specialist from the University College of Social Sciences in Częstochowa, who prepared



and coordinated the campaign, emphasises that the campaign utilised the SMS and social media channels at the same time and proved to be very profitable: the campaign launch was very beneficial for us in terms of the business aspect because the cost of obtaining a lead was very low. SMS and social media have a wide reach and they do not require high expenditure. This causes the ROI to be exceptionally high. We will certainly continue to develop this channel of contact and we plan further initiatives soon.

Measuring SMS campaign effectiveness

There are four basic ways to verify SMS campaigns, that will help to measure their effectiveness. Each method is dedicated to a different type of action, that's why it's best to know all four of them.

1. Code at checkout

Check bonus code on purchase, i.e. accept codes form mobile phone screen and get most accurate result for campaign effectiveness.



Thanks to this method you can exactly define not only the percentage of replies, but also average shopping value per coupon. If coupons weren't sent directly by brand, but customers could generate them during campaign (e.g. download m-coupon on a phone), you can check campaign results – thanks to codes you can see difference between generated and actually used codes.

If difference will be significant – it's worth thinking why people that downloaded coupon didn't purchase anything? Maybe offer validity was too short or call to action wasn't strong enough? In that case, such campaign can also help to eliminate mistakes in future.

2. Internet

123 >



Registration with special code, i.e. direct Customer to online landing page or eShop and count each spent penny on campaign.

Just like in the previous method, right after campaign all you need to do is sum up all new registrations that used your code, count purchase value made with code, and after collecting this data you can see your ROI. This method is especially preferred for online businesses. Customers that register or make a purchase can enter given code.



3. Reports and analysing receivers

The best way to control effectiveness, thanks to interaction with Customer, i.e. analyze reports and target next campaigns to the best groups.



Reports and analysing receivers are two tools that can help measure campaign effectiveness. Analysing reports and receivers can be one of the most reliable sources regarding campaign effectiveness.

Thanks to such reports, you're able to better prepare the next campaigns, e.g. if you can check how many coupons were used, you can estimate the number of texts you need to send the next time. Or define your target group more accurately.

4. Average sales level



Sales analysis, i.e. compare average revenue during campaign, but never forget additional factors like other advert channels or events.

In fact, you can perform this type of settlement with every campaign, but it is necessary to take into account the many other contributing factors. Overall sales increase because many elements have influence: the introduction of the new collection, the Christmas season, seasonal sale, promotion in other ATL and BTL channels.

This method allows us to see the wider picture of how our campaign helped to increase revenue, but data is not as clear as when you use the methods mentioned above. You should only consider this as a support method.

Measuring effectiveness

Checking SMS campaign effectiveness is necessary for many reasons. It helps to read precisely the results of actions even after the first bulk send. Of course, effectiveness monitoring shouldn't end at this stage. It's a key to go deeper in optimising further actions – more precise targeting to selected groups in the next campaigns.

Measuring mobile marketing effectiveness based on received reports, m-coupons registration or number of site visits, lets you increase effectiveness during your next campaigns and spend money on communication channels that give you the highest ROI.



Nowadays, it's the entrepreneur or marketer that uses SMS to communicate, they are highly responsible in the use of their marketing budget in the most efficient way, and that requires a wider perspective. There are many tools to measure marketing effectiveness, but it's important to not only answer the question "how to measure effectiveness", but also "what is the purpose of this campaign?".

In the case of SMS campaigns, not only are the methods important, but also the ability to analyse results in a wider context. From SMSAPI.com platform users, we know that effectiveness research is used to build profiles of the most and least active groups of users, and all this collected data allows them to perform more effective campaigns in the future.

Texts with ads aren't annoying?

Recent emarktere.com research shows that the number of smartphone users who are interested in receiving SMS informing them about special offers is increasing. Over 31% of people who didn't get any promotional SMS admitted they would like to receive such messages. What's more, 10% of respondents are interested in this form of communication. By the end of 2012, the number of people in the US with a mobile phone reached 77%. According to eMarketer, there will be 74% of us using smartphones by the end of 2016. That's why it has become crucial to understand that you have to use any type of communication method available to stay in touch with your customers. Right now, SMS is the best way to get in touch with your current and future customers.

Any additional questions?

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