

**Customer Marketing and Retention  
Through the Mobile Phone**

**CircDay LA 2006**

Presented by  
Dan Flanagan  
President & Co-Founder

**SOAPBOX™**  
**MOBILE**

October 5, 2006

## Today's Session: **Marketing & Retention**

- The current status of mobile marketing
- Why mobile is a powerful channel for marketing and retention
- How to make mobile interactions profitable
- The best practices associated with mobile marketing
- How to abide by industry codes of conduct

## Mobile Today: Exploring Your Options

### How marketers are reaching consumers via mobile today

Highest use among business people and teens

Higher use on a % basis by Asians, Hispanics and African Americans

Mobile Internet - WAP banner ads (CNN, ABC, ESPN)

Mobile Video / TV - channels, clips, mobisodes

Branded or sponsored content - games, ringtones, graphics

Text Messaging - broadest reach, highly interactive, can drive items above

## Mobile Today: The Power of Text

**Mobile communication is growing at unbelievable rates**



185M+ mobile subscribers in US

75% are text enabled, 139M

70 to 90% of text messages are opened and read

Text demographics:

Approx 50/50 male/female

13 – 34 year olds represent ~64% of text message users

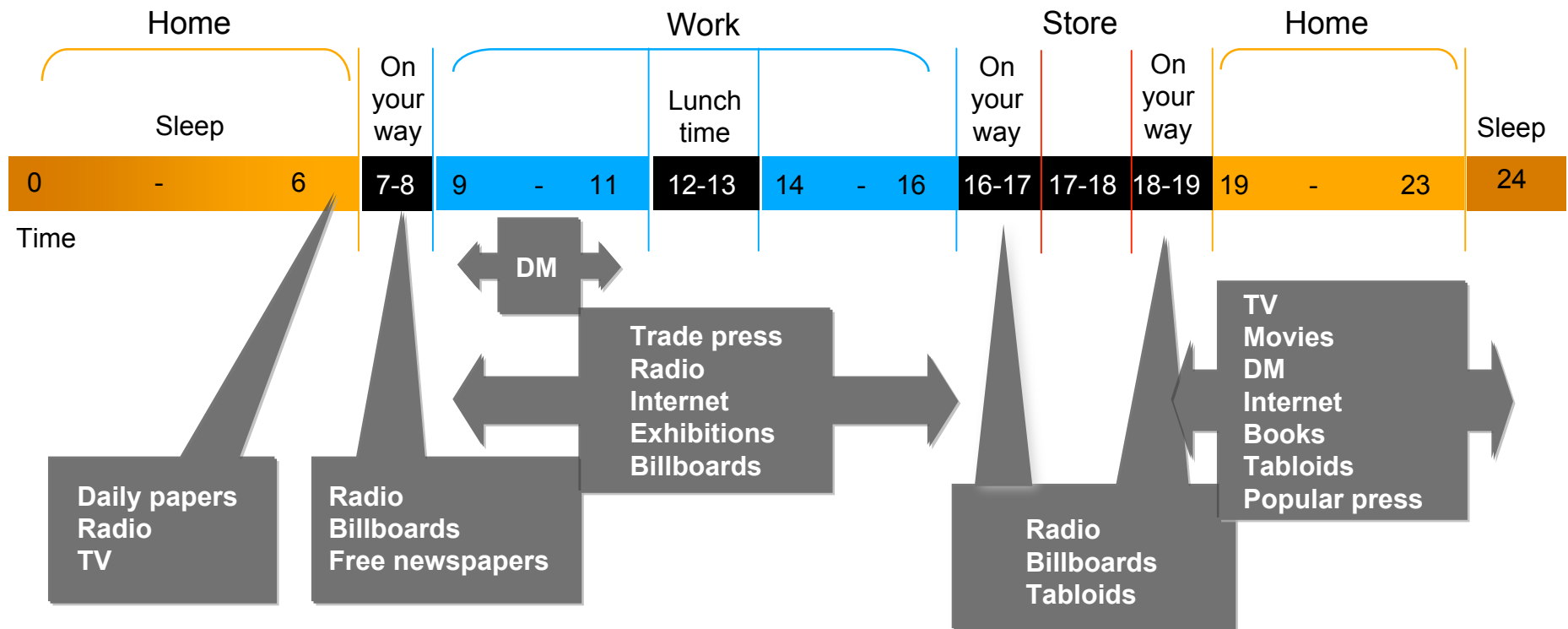
Approx 45% earn between \$25K and \$75K / year

Approx 13% using SMS every day

Approx 50% more than likely to use sms within the next year

– M:Metrics

## The Mobile Presence: 24/7 Consumer Connectivity



## The Mobile Presence: Data Capture

Poll Name	Message Time	MIN	Carrier	Resolution	Inbound Text	Choice Text
Opt In	11/6/2004 15:54	201280xxxx	other carriers	VALID_RESPONSE	Trivia	*
Question 1 responses Q2	11/6/2004 15:55	201280xxxx	other carriers	VALID_RESPONSE	C	Notre Dame
Question 2 responses Q3	11/6/2004 15:57	201280xxxx	other carriers	VALID_RESPONSE	B	Eastern Mich
Question 3 responses Q4	11/6/2004 15:59	201280xxxx	other carriers	VALID_RESPONSE	B	Miami
Question 4 responses Thanks	11/6/2004 16:01	201280xxxx	other carriers	VALID_RESPONSE	A	RB
Opt In	11/6/2004 17:44	202487xxxx	other carriers	VALID_RESPONSE	Trivia	*
Question 1 responses Q2	11/6/2004 17:47	202487xxxx	other carriers	VALID_RESPONSE	C	Notre Dame
Question 2 responses Q3	11/6/2004 17:57	202487xxxx	other carriers	VALID_RESPONSE	A	Northwestern
Question 3 responses Q4	11/6/2004 18:03	202487xxxx	other carriers	VALID_RESPONSE	B	Miami
Question 4 responses Thanks	11/6/2004 18:05	202487xxxx	other carriers	VALID_RESPONSE	A	RB
Opt In	11/6/2004 14:35	202607xxxx	other carriers	VALID_RESPONSE	Trivia	*
Question 1 responses Q2	11/6/2004 14:37	202607xxxx	other carriers	VALID_RESPONSE	C	Notre Dame
Question 2 responses Q3	11/6/2004 14:38	202607xxxx	other carriers	VALID_RESPONSE	C	New Mexico St
Question 3 responses Q4	11/6/2004 14:43	202607xxxx	other carriers	VALID_RESPONSE	B	Miami
Question 4 responses Thanks	11/6/2004 14:43	202607xxxx	other carriers	VALID_RESPONSE	A	RB
Opt In	11/6/2004 15:02	202841xxxx	other carriers	VALID_RESPONSE	null	*
Opt In	11/6/2004 13:58	205422xxxx	other carriers	VALID_RESPONSE	Trivia	*
Opt In	11/6/2004 14:20	205422xxxx	other carriers	MULTIPLE_RESPONSE	Trivia	*
Question 1 responses Q2	11/6/2004 14:01	205422xxxx	other carriers	VALID_RESPONSE	A	Michigan
Question 1 responses Q2	11/6/2004 14:22	205422xxxx	other carriers	MULTIPLE_RESPONSE	C	Notre Dame
Question 2 responses Q3	11/6/2004 14:03	205422xxxx	other carriers	VALID_RESPONSE	B	Eastern Mich
Question 2 responses Q3	11/6/2004 14:22	205422xxxx	other carriers	MULTIPLE_RESPONSE	A	Northwestern
Question 3 responses Q4	11/6/2004 14:05	205422xxxx	other carriers	VALID_RESPONSE	B	Miami
Question 3 responses Q4	11/6/2004 14:24	205422xxxx	other carriers	MULTIPLE_RESPONSE	B	Miami
Question 4 responses Thanks	11/6/2004 14:07	205422xxxx	other carriers	VALID_RESPONSE	A	RB
Question 4 responses Thanks	11/6/2004 14:25	205422xxxx	other carriers	MULTIPLE_RESPONSE	A	RB

## Mobile Marketing: Terminology

### Commonly referred to mobile marketing terms



**CARRIER** - A mobile phone network service provider (Cingular, T-Mobile, Verizon etc.)

**MVNO** - A Mobile Virtual Network Operator (Amp'd, Virgin, Boost: sit on carrier network)

**AGGREGATOR** - Provides messaging connections to all or some carriers

**SUB** - A subscriber to the carrier's service (Cingular's subscribers)

**SMS** - Short Message Service or a text message

**SHORT CODE** - A four, five or six digit code a message can be sent to or delivered from

**KEYWORD** - A specific word that can be sent to a short code (vote, win, play, stop)

**MO** - Mobile originated message (message started on your phone and was sent)

**MT** - Mobile terminated message (message is received on your phone or terminates there)

**WAP PUSH** - A mobile web link that can be sent to a phone triggering a web session

**TARIFF** - The charge a end user receives, on their phone bill, for premium content

**PREMIUM SMS** - A tariff attached to an sms message that generates a billing event

## Making Mobile Profitable: Applications

**Acquisition** - Using mobile marketing to reach and acquire new customers

**Promotions** - Product promotion codes driving mobile to web or retail

**Sweepstakes** - Call to action drives entries provides opt-in opportunity

**Broadcast Advertising** - Mass response, measurement, follow-up

**Print** - Anytime, anywhere interactive

**Outdoor** - Time delayed messaging reminder

**Web / Email** - Cross promotion and opt-in list building opportunities

**Subscriptions** - Premium content delivered to the phone

**Mobile is a unifying medium**

**Mobile is a measurement device**

**Mobile is a revenue generator**

## Executing a Mobile Marketing Campaign: **Process**

- 1 - Identify an application provider
- 2 - Define campaign goals - integration now or later
- 3 - Create campaign workflow
- 4 - Apply for a short code - Provisioning (8 to 12 weeks)
- 5 - Submit your campaign - Certification (10 business days)
- 6 - Test your campaign
- 7 - Promote and launch
- 8 - Measure and refine

## Case Study: Cingular Vans Warped Tour

**VANS**  
**WARPED TOUR '06**

### WARPED TOUR ALERTS

Get special text alerts with band line-ups and autograph session schedules for shows in your home town, plus get a reminder the morning of the show. Choose the shows you want alerts for, then enter your Cingular phone number and hit submit!

**STEP 1:** Select The Shows You Want Alerts For

<input type="checkbox"/> 7/7 Pomona, CA	<input type="checkbox"/> 7/8 San Francisco, CA	<input type="checkbox"/> 7/9 Fresno, CA
<input type="checkbox"/> 7/11 Ventura, CA	<input type="checkbox"/> 7/12 Los Angeles, CA	<input type="checkbox"/> 7/13 Sacramento, CA
<input type="checkbox"/> 7/14 Boise, ID	<input type="checkbox"/> 7/15 Seattle, WA	<input type="checkbox"/> 7/16 Portland, OR
<input type="checkbox"/> 7/22 Salt Lake City, UT	<input type="checkbox"/> 7/23 Denver, CO	<input type="checkbox"/> 7/25 St. Louis, MO
<input type="checkbox"/> 7/26 Cincinnati, OH	<input type="checkbox"/> 7/27 Pittsburgh, PA	<input type="checkbox"/> 7/28 Indianapolis, IN
<input type="checkbox"/> 7/29 Detroit, MI	<input type="checkbox"/> 7/30 Chicago, IL	<input type="checkbox"/> 8/1 Buffalo, NY
<input type="checkbox"/> 8/2 Fitchburg, MA	<input type="checkbox"/> 8/3 Philadelphia, PA	<input type="checkbox"/> 8/4 Scranton, PA
<input type="checkbox"/> 8/5 New York, NY	<input type="checkbox"/> 8/6 Old Bridge, NJ	<input type="checkbox"/> 8/8 Charlotte, NC
<input type="checkbox"/> 8/9 Virginia Beach, VA	<input type="checkbox"/> 8/10 Washington DC	<input type="checkbox"/> 8/11 Cleveland, OH

**STEP 2:** Enter your Mobile Number

XXX - XXX - XXXX

**STEP 3:** Submit!

SUBMIT

CINGULARSOURCE.COM • CINGULARSOURCE.COM





## Premium Message Workflow: **One Time Weather Alert**

**Call to Action** - Promotion via Web and television; promoting short code, keyword, and T's and C's

**MO** - [key word] (i.e. Weather New York, NY) Std

**MT** - "You have requested a one-time weather message from [sponsor] at \$0.75. Respond with 'Y' if you wish to receive this message." Std

**MO** - Y Std

**MT** - "Your forecast for New York, NY. Today Sunny 64F, Tonight Rain 45F, Tomorrow Sunny 75F. (\$0.75)" Premium

## Mobile Marketing Execution: **Best Practices**

**Integrate** mobile across all appropriate marketing touch points including web, broadcast and print

**Tag media** (print, web and broadcast) with unique mobile “keywords” to measure media effectiveness

Manage all campaigns around a **unified user profile** that is data rich, and provides for personalization, understanding of customer needs and 100% accountability

**Personalize** communication whenever possible

Deliver messages as **time of greatest relevance**

Always provide **unique value** to the end customer/consumer. Make their participation via mobile something that is exclusive and sought after

Design campaigns to **encourage viral participation**

Continuously **test** campaign effectiveness

Always strive to **calculate campaign ROI**

**Just because you can do it does not mean you should**

## Consumer Privacy & Rights: **Best Practices**

Respect the customers' right to privacy and **always obtain approval** prior to sending commercial messaging or content

Customer approval applies only to the **specific program to which the consumer is subscribed**

All communication must offer a means of **opting out, accessing help or contact information**

All subscriptions must be **double opt-in and confirmed** by the end customer

Programs must always be in accordance with **state and federal laws**

**Mobile Marketing Association ([www.mmaglobal.com](http://www.mmaglobal.com))**

- Code of Conduct
- Best Practices
- Case Studies

## Conclusions: Now Is The Time to Start

Build your own list!

Start to opt-in mobile subscribers for alerts

Add mobile to your web opt-in

Migrate email subscribers to mobile

Ask customers what they want

Get a short code

Start testing

Begin to measure advertising responsiveness via mobile

Learn as much as you can - **Be your organization's mobile expert!**



**Customer Marketing and Retention  
Through the Mobile Phone**

**CircDay LA 2006**

Dan Flanagan

760-931-8133

[dan@soapboxmobile.com](mailto:dan@soapboxmobile.com)

**SOAPBOX**<sup>™</sup>  
**MOBILE**

October 5, 2006