



Why Mobile Marketing?

V1.0



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Related Documents

Reference	Date	Version	Title
[1]	Latest	Latest	Code of Practice – PhonepayPlus
[2]	Latest	Latest	ICO – Data Protection Guidelines

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1 What is Mobile Marketing?

1.1 Overview

Mobile Marketing refers to the process of marketing campaigns delivered via the mobile medium. Mobile has a number of unique benefits for marketers – it is 'always on, always with you and messages are always read'. UK penetration of mobile has now reached over 90% of the population hence the reach is exceptional. Moreover, mobile's virtues in dynamically tracking response and its immediacy in responding to events are key in making the medium ideal for direct marketers.

Mobile campaigns encompass acquisition, retention, customer service or CRM applications. The medium itself encompasses text messages (SMS), picture/audio messages (MMS) and the mobile internet (WAP). Campaigns can support responses as varied as requests for information, sales promotion, retail footfall generation and direct revenue generating sales.

Increasingly, mobile campaigns are being integrated with other media in the marketing mix – most notably on-line and e-mail. For instance a consumer may register their details on a website and then receive subsequent messages via mobile. The best examples of this integration are applications that are time specific (e.g. sport alerts or banking alerts) and therefore are required by the user wherever they are at whatever time. Often these are tied with subscription services.

In creating campaigns, a number of critical areas distinct to this medium must be addressed by marketers. These include the collection of permission from the consumer, the means of charging the consumer (if applicable), areas of particular sensitivity (such as age and product type) and technical compatibility.

There is a wealth of legislative and Best Practice requirements of which marketers must be aware but this is all focused on making – and keeping – the medium attractive to the consumer.

Mobile Marketing is a great way to engage and interact with users and open up new revenue streams. It is the future of marketing!



2 Why Mobile Marketing?

2.1 Overview

Mobile marketing is on the rise and is an integral part of the marketing mix. More and more brands are noticing the potential of mobile marketing becoming a fundamental part of marketing in the future.

The mobile channel represents a targeted ways of communicating with an audience. Unlike other media, a mobile device is carried around constantly, allowing consumers to be targeted at virtually anytime and anywhere. Results can be monitored effectively and in real-time, even to the point of knowing when someone interacted with a campaign.

2.2 Targeted

Messages need to be targeted, relevant, timely and not over used, as over use can lead to a decrease in response rates. Mobile is becoming a widely used platform for all demographics, from teenagers to the middle aged.

2.3 Types of Campaigns

Companies can consider a whole range of campaigns on mobile, from on-pack text 2 win campaigns, to building applications and bespoke person content to barcodes and vouchers. Synergize IT's Mobile Vote, Mobile Voucher and Mobile Application products are already delivering these solutions.

Heavy use of SMS and MMS is set to increase and will be the norm for brands and companies to reach their audience. SMS is already a popular method for mobile marketing campaigns and consumers are very familiar with text. They can text into a short code on print or broadcast media. Once the user has opted in and their mobile number captured, a text response can be sent back to the phone.

Campaigns can work well integrated with other media but also work very well with the simplicity of just text. Synergize IT products, Mobile Campaign and Mobile Vote are already working well for clients all over the country and products such as Mobile Converse have the ability to work within contact management systems or customer relationship databases.

More sophisticated mobile marketing means consumers can visualise brands on mobiles through images and video. Interactive campaigns that involve consumers include opinion polls, quizzes and competitions as well as campaigns that allow consumers to submit user generated content such as best picture or video clip competitions. Synergize IT's Mobile Content solution delivers rich



media on mobile phones through mobile internet and multimedia messaging (MMS).

Mobile marketing campaigns can run standalone or with other traditional channels in order to stimulate a call to action. Mobile is used as a way of creating interactivity and a richer, more informative experience. However many marketing messages are sent individually for maximum impact and response.

2.4 Regulatory Issues

Regulatory issues vary between geographies and are typically based on straightforward principles such as permission based marketing. Marketers have to be aware of adhering to the regulatory standards.

In the UK Mobile Network Operators and regulatory/industry bodies such as Phone Pay Plus and the Mobile Marketing Association all have their own codes of conduct and guidelines. These are no more onerous than the standards imposed in other media channels.

As part of any Synergize IT service we provide all the necessarily legal requirements and provide information on ensuring best practice compliance (for example use of existing data and soft opt-in).



3 Why Synergize IT?

3.1 Overview

Synergize IT exists with one major objective – to make your business truly mobile and establish it at the forefront in trend and innovation for 21st century communication and services.

With our range of products, industry knowledge and track record we can make mobile marketing work for you. Key reasons to choose Synergize IT include:

- Extensive range of user-friendly products and services available
- Extensive range of price points available
- Extensive range of channels (SMS, dedicated or shared shortcode, voice)
- Prompt payouts
- Regulatory, technical and commercial support
- Real-time transaction tracking and reporting tools
- We are not a reseller
- Dedicated account management
- Dedicated operator relations management
- 24x7x365 support
- Managed service options
- Rapid deployment options
- Global coverage