

Mobile Marketing Success Stories

How 11 companies are boosting sales with SMS, mobile websites, mobile ads and Bluetooth marketing



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INTRODUCTION

Engaging and far-reaching, mobile marketing helps businesses immediately capture the attention of new and potential customers anywhere at any time.



The Age of Mobile Marketing has arrived.

According to a recent Marist Poll, 87% of the U.S. population (more than 270 million people nationwide) report owning a cell phone. That number is closer to 3.8 billion worldwide. These figures eclipse the number of people globally who own and use a computer.

This is an excellent time to break into mobile. Just consider these advantages:

- **Fewer barriers to entry:** Mobile marketing programs originally involved lengthy application or development costs and processes to get started, from provisioning a designated short code to engineering smartphone applications. Recently, however, many mobile services have stepped it up and established their own platforms or acquired their own rentable short codes, so newcomers can bypass many of those challenges and costs. In addition, wireless carriers and the Mobile Marketing Association (MMA) are working together to adopt standardized formats and consistent compliance guidelines, which should spur industry growth through reduced operational costs and increased efficiencies.
- **Growing user consent:** Although certain aspects of interacting with a mobile phone—such as extra fees and slow connection speeds—still give rise to some resistance, users are becoming more comfortable with the medium for engaging with different brands. Consistency in regulation and best practices, such as widely adopted anti-spam and opt-in/opt-out practices, are also helping to boost consumer confidence and trust. Furthermore, the overall perception of mobile marketing campaigns is improving as users begin to understand that they have a certain amount of control in the process and can decide for themselves whether to initiate the interaction. For these reasons, mobile advertising revenues in North America are expected to grow from \$208 million in 2009 to approximately \$1.5 billion by 2013, according to recent research from Parks Associates.
- **Unmistakable immediacy:** Mobile marketing doesn't rely on users going online, checking email, driving by a billboard or paying attention during the commercial break of their TV shows. Mobile marketing reaches consumers wherever they are at any time. According to an MMA poll, the majority of respondents surveyed reported the mobile phone to be an integral part of their lives. A study by Knowledge Networks in 2008 found that "three in five mobile phone owners (60%) say they carry their phones at all times, even inside the home." Because SMS messages are received instantly and

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Mobile campaigns, particularly SMS/text messaging, can make traditional media (such as print, radio, broadcast, outdoor and point-of-sale advertising) more accountable and measurable.

are “more likely to be opened—and opened immediately—than [messages] through any other channel, this makes [the medium] extremely attractive to marketers,” says Rob Beecroft, vice president of sales and marketing at Ad.IQ, a global mobile response services firm.

- **Tremendous targeting capabilities:** Marketers using mobile technology can gain valuable insight into demographics and user behavior, including where users are browsing or texting from and the types of devices being used. Plus, targeting capabilities continue to improve. For example, Yahoo! recently introduced mobile Smart Ads, wherein ad content can be customized based on user behavior, demographics, time and, in select cases, local weather.
- **Measurable data:** Mobile marketing is also trackable and measurable, with such metrics as open rates and click-through rates, which mirror what marketers have come to expect—and respect—from the online world. This makes mobile marketing very effective as a direct-response vehicle. Much of this data is available in real time, so campaigns can be immediately and repeatedly optimized for better performance.
- **Response tracking for traditional media:** Mobile campaigns, particularly SMS/text messaging, can also serve to make traditional media (such as print, radio, broadcast, outdoor and point-of-sale advertising) more accountable and measurable. Beecroft calls it “mobile response for enhanced prospect acquisition, making your conventional advertising work harder ... through a multichannel conversation with the consumer.” Previously, success in conventional channels was sometimes determined by inconclusive ratings data or increases in sales that could not be confirmed as directly attributable. But now they can be aligned with a text-in call to action that helps to quantify campaign response. “This allows you to understand which messages and which times are most effective, so that you know when to put in a buy toward the areas that are working best for you,” says Shira Simmonds, president of Ping Mobile. Beecroft agrees: “This is a huge opportunity for marketers to hone the efficiency of their media selection, make significant savings and deliver better results.”
- **Killer response rates:** Perhaps it’s the novelty of the medium or the sense of a more personal interaction. Or maybe it has to do with the strict enforcement of permission marketing that puts users in control. Whatever it is, mobile marketing is generating “frightening good” results—and in many cases, much better than online marketing—says Joy Liuzzo, director of marketing and mobile research for digital marketing research firm

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Let this case study collection give you the inspiration, ideas and know-how needed for success in mobile marketing.

InsightExpress. “Mobile is a very unique medium. People are focusing on it because of the concentrated screen size. Like the Internet in 1997, there isn’t a lot of clutter or a lot of flashing ads. It’s cleaner. And there’s more contrast between ads and the page, which allows [mobile] ads to make a bigger impact around brand awareness, association and purchase intent.” That impact, she says, is about five times higher than similar ads can achieve online currently, which makes mobile marketing highly economical compared to other media.

This MarketingProfs case study collection is designed to provide you with the inspiration, ideas and know-how to get started in mobile marketing. First, you’ll get a rundown of the most frequently employed mobile marketing tools—and insight into how they’re best deployed. Then, you’ll learn how 11 organizations are integrating these tools into the marketing mix.

The case studies are divided into the following themes:

- **Targeted Relationship Building:** Read how this intimately interactive medium can kindle familiarity, create positive encounters with brands and pave the way to customer connections.
- **The Epitome of Opportune Timing:** Learn how the immediacy and one-to-one nature of SMS and Bluetooth marketing are changing the way brands interact in real time with potential customers and fans.
- **Timed Response:** Uncover how businesses are leveraging mobile marketing to better manage their foot traffic and customer-response volumes.
- **Reaching the Hard to Reach:** See how elusive markets can be won over when mobile marketing is employed to reach them on their own terms.

Now, let’s get started!

MOBILE MARKETING TOOLS

A mobile phone is a highly interactive device offering tools for engaging with customers. These applications include SMS (also known as “text messaging”), mobile websites, mobile advertising and Bluetooth marketing. Although not a complete list, the following will provide an understanding of the tools employed by the organizations featured in this report.

SMS (Short Message Service)

SMS is a standard form of mobile communication involving 160-character (maximum) text messages sent and received directly from a cell phone. Nielsen estimates that SMS is the most common phone-based activity among U.S. cell phone users of all ages, even compared to the volume of phone calls placed on mobile phones. Nielsen reported that the average user sent or received an average of 357 text messages per month in the second quarter of 2008, compared to 204 phone calls per month during the same period.

Also, SMS marketing offers a significant advantage: incredibly broad reach. Because almost all cell phones can send and receive text messages, more than 227 million U.S. cell phone users can be reached, compared to 40 million via mobile Web and fewer than 20 million via smartphone applications. A text message is instantly received—and the majority of consumers view every text message. A recent survey by the Direct Marketing Association found that 70% of consumers who responded to a mobile-based offer say their response was triggered by a marketing text message.

SMS marketing uses short codes—also called Common Short Codes (CSC)—which are abbreviated phone numbers, typically six digits long, reserved for this type of messaging. Consumers initiate SMS correspondence with a company by texting a company-selected keyword to that short code; this is their way of opting in. As mandated by the MMA, companies are prohibited from sending mobile messages to consumers unless they explicitly opt in. This stems from privacy concerns and the fact that users must pay for every message sent and received unless they subscribe to unlimited data plans or have unrestricted access to text messaging.

Any number of keywords can be used in conjunction with a given short code, which makes it easy for marketers to track elements of a campaign by incorporating separate keywords for each piece.

Companies now have multiple options for launching an SMS campaign. As noted, businesses can provision their own short codes, wherein they lease sole access to that code and all associated keywords. In the United States, this process, which can take from a few months to a year, requires the company to apply with the Common Short Code Administration (CSCA) and pay an annual

MOBILE MARKETING TOOLS

fee. The company can choose to pay a premium for a “vanity” short code (i.e., a particular number sequence that spells out a familiar word, such as the brand name). Otherwise, a generic code is randomly assigned.

To bypass these time constraints and hefty start-up costs, companies can rent short codes and keywords from vendors who have already gone through the provisioning process. These represent a lower cost and are often available on pay-as-you-go programs.

Important implications come with sharing and not having exclusive usage rights to short codes, however. For example, any confusion in the marketplace—a keyword typo by the user or the vendor’s failure to properly manage keyword or geographical assignments among various clients—can result in both the company and the user receiving inappropriate activity. This can lead to user upset and flawed campaign metrics, among other difficulties. For these reasons, companies who wish to play it safe or maintain ongoing campaigns and conversations with their audiences via SMS should consider the provisioning route.

SMS is not generally a standalone medium. It must be integrated into other media to work properly because users don’t otherwise know which keywords and short codes to use to opt in. Broadcast, radio, print, online, billboard and other forms of advertising are effective channels for promoting an SMS campaign.



Wiley Publishing mobile website

Mobile Websites

Similar to Internet-based websites, mobile websites—called MOBI sites (because their addresses end in “.mobi”) or WAP sites (Wireless Application Protocol)—offer branded destinations for users to access detailed information from their phones.

Only a few years back, WAP sites were mostly text-driven and limited. Today’s technology is vastly improved, allowing these sites to better resemble what we are familiar with online.

It’s important to note that key differences remain. For starters, the screen on a mobile phone is much smaller than that of a computer, so users spend much less time browsing via their phones than they do when using their computers. Marketers must be more selective and strategic in the content they present and how they present it.

“It needs to be streamlined,” advises Joy Liuzzo of InsightExpress. “The trick is knowing what you want the site to offer visitors. Just content? A store locator? The ability to follow up with the company? You need to know how to make it worthwhile. A campaign taken from online ideas and slapped into mobile will become a miserable failure.”

Mobile Ads

In addition to mobile websites, the mobile Web has opened the door to paid ad placements. These perform around five times better than Internet ad placements, according to research by InsightExpress.

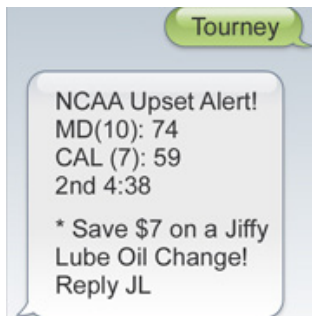
The most commonly employed ad units include text links and graphical banner and display ads.

Text links are typically sold on a CPC (cost per click) basis and are great for measuring ROI. They can be placed alone or in connection with a banner ad (e.g., featured directly below the banner), which makes them more eye-catching. Plus, marketers can then clearly communicate the call to action without taking away from the visuals in the banner.

In addition to placements on mobile websites, text ads can be appended to SMS messages containing user-requested content, for example.

Banner and display ads are sold on both a CPC and a CPM (cost per 1000 ad impressions) basis. They can include video or animation to help them stand out. That said, however, not all handsets can effectively display moving ads, so it's important to consider your audience and their phones before engaging in such a campaign.

There are about 5,000 different types of handsets available, so no one banner size is optimal for all. Although the MMA is working with wireless carriers to increase standardization, there are still key differences in how the various browsers display ads and how users view and click on them. It pays to do your research ahead of time to figure out which ad types and sizes will work best toward achieving your objective.



Jiffy Lube mobile-ad example



Image courtesy of Bluepod Media

Bluetooth Marketing

Also referred to as “proximity marketing” or “Bluecasting,” Bluetooth marketing is a form of on-demand mobile marketing that targets users based on precise geographical location—not by country, state or city, but by where they are physically standing.

Bluetooth marketing service vendors deploy transmitters in select public locations. These transmitters emit a signal to any Bluetooth-enabled device (including laptops and cell phones) within range—typically up to 100 yards in every direction. To receive Bluetooth marketing messaging, the user’s phone must include Bluetooth wireless technology, and that technology must be turned on. (Some vendors also post signs to let the public know to turn the feature on.)

If the user’s device is Bluetooth-enabled, it receives an alert that lets the user know special free content is available for download via Bluetooth. All Bluetooth downloads require the user’s explicit permission.

Downloads can include coupons, wallpapers, ringtones, video and audio files, image and text files, and other content, which then remains stored on the user’s phone and can be shared with friends.

Several media outlets, such as the BBC, have noted that users, particularly younger ones, often share these downloads with friends, resulting in valuable viral spread.

Bluetooth marketing is measurable in terms of reach and downloads, and many vendors enable companies to track response in real time. The incorporation of in-store discounts and coupons can help to further measure response and increase foot traffic.

11 MOBILE MARKETING SUCCESS STORIES

How 11 companies are boosting sales with SMS, mobile websites, mobile ads and Bluetooth marketing

BUILDING RELATIONSHIPS WITH TARGET MARKETS

Mobile's ability to offer one-to-one, two-way communication between a consumer and brand makes it ideal for forging individual bonds—and building databases—on a mass scale.



Rémy Martin

Chic promotions call for a departure from the tried and true. Rémy Martin turned to mobile marketing to spark cool customer connections and transform its eighteenth-century liquor into the vogue.

Company: Rémy Martin is a maker of fine champagne cognac. The company was founded in 1724 and is now owned by Rémy Cointreau.

Challenge: Rémy Martin desired to reintroduce its flagship VSOP label to 21- to 40-year-olds and build brand loyalty among them while activating its base of brand advocates in the United States.

Solution: Understanding exclusivity to be a driver for this demographic, the company worked with integrated digital agency ID Society to launch a series of private tasting events—dubbed the Rémy Chill Zone—in six U.S. metropolitan areas (New York City, Chicago, Atlanta, Los Angeles, Oakland and Newark). These events were only accessible by special invitation.

Event promotion and list building included online (email and website promotions) and offline (signage and digital street displays) campaigns that encouraged fans to text the keyword “chill” to a short code 247365 (memorable for its 24/7 and 365 reference) to get on the VIP list and gain access to these ultra-exclusive tastings.

People who texted the keyword went through a double opt-in process that prompted users to text in their names, dates of birth (for age verification) and cities of interest to receive the appropriate event invitation.

Users next received a link to Rémy's Chill Zone mobile microsite, a WAP website built by Neighborhood America, a leading provider of enterprise social software solutions. After receiving program information, users were asked more questions, such as how often they drink Rémy Martin products. Visiting the microsite and/or answering these questions was not mandatory but helped to further build excitement around the events while providing Rémy with insight into customer behavior.

A few days before each event, area opt-ins received their invitations announcing the DJ that would be playing and the drink specials offered. Interested recipients then needed to reply via text with information about how many guests they



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The Rémy Chill Zone campaign generated more than 1,200 opt-ins, whom it can continue to engage post-campaign.

wished to bring. They were then sent a text that revealed the secret location and the password to be shown at the door.

SMS was further used to increase engagement at the events and add guests to the company database. For example, signage throughout the venues encouraged attendees to text in to win Rémy products. Brand promoters also mingled and asked guests to fill out data-capture cards, which included a tick-off box for receiving special VIP Rémy promotions via text.

Results: Using this process, Rémy was able to sell out every event in the six cities and begin a dialog with consumers interested in its products. The Rémy Chill Zone campaign generated more than 1,200 opt-ins, whom it can continue to engage post-campaign. The campaign WAP page received 1,086 unique views, for a click rate of 90.5%, and 30% of those (370 users) filled out the additional questions asked on the site.

Business Lessons Learned

- Use mobile technology to personally connect with Gen X and Gen Y.
- Wield the one-to-one nature of SMS to reinforce a sense of exclusivity and special treatment among recipients.
- Take advantage of high response and high click-through rates to increase and prolong brand engagement by adding mobile websites and other interactive elements to SMS campaigns.

Oberto Sausage Company

Because boys will be boys—who mercilessly take shots at each other—this jerky company figured why not fuel the fire and turn friendly jabs into positive brand experiences?

Company: Established in 1918, Oberto Sausage Company is known for its jerky and other meat snack selections marketed under the Oh Boy! Oberto, Oberto Classics, Lowrey's and Pacific Gold brands.

Challenge: Oberto rebranded its flagship jerky product in 2008 to more appropriately appeal to its primarily male market. The kick-off campaign, which launched in Fall 2008, was aimed at making a fun and emotional connection with this market by playing into its instinctual desires to be alpha males and demonstrate seniority over “sidekick” friends.



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In all, close to 2,000 Oberto taunts have been sent, and more than 860 ringtones and wallpapers have been downloaded since mid-March.

The campaign revolved around a microsite called the Ultimate Alpha Zone. Alphas could hang out, play darts, virtually crack open a cold brewski, watch action videos and humorous Oberto commercials, join the Order of the Alphas and enter a sweepstakes to win such prizes as Blu-ray players, video game consoles and gift cards for Fathead and Home Depot.

From the beginning, Oberto wanted to phase in a mobile component to “bring the idea and the campaign to their pockets and to the aisle where they’re interacting with the product,” says Ryan Post, senior brand manager for Oberto.

Solution: In conjunction with mobile marketing and advertising agency ipsh!, the first phase of the mobile campaign was launched in January 2009. It used a “Text-Taunt-Win” call to action, which was promoted on product packaging, POS and store displays, Twitter feeds and the Ultimate Alpha Zone microsite using keywords for tracking purposes.

Users who texted in to enter received an immediate reply asking them to confirm their entries and to opt in for further text promotions by texting back “Y.” People who answered received another message inviting them to taunt their friends by texting “taunt.” Users could also initiate a text taunt directly from the microsite.

The taunts were designed to engage consumers in the same way they live and interact with their friends daily. For example, one message read, “Remember back at school you were so bad at sports your dad came to my games?” The messages were fashioned to be fun and interactive, but also to introduce an extra viral component. People receiving the jab would be hard-pressed not to return it or continue the cycle by sending taunts to their own sidekicks.

The list of taunts was also changed periodically to encourage repeat usage. Loyalty points, which increased a user’s Alpha status, were awarded for each engagement.

In the second phase, launched in March, downloadable ringtones and mobile wallpapers were added to the microsite. These were designed to keep the microsite fresh and engaging, while further disseminating the brand message.

Results: The company is very happy with the results, which already include more engagements than the company had anticipated, given that promotional elements were fairly low-scale and traditional mass media was not employed.

Through mid-June, for example, the mobile campaign helped usher more than 307,000 visitors to the microsite (more than 90% of those unique). It also



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generated close to 360,000 sweepstakes entries, of which more than 5,200 were entered via SMS. In all, close to 2,000 Oberto taunts have been sent, and more than 860 ringtones and wallpapers have been downloaded. Rollouts of additional phases and features are planned for later this year as part of Oberto's plan to make the microsite a long-term feature that continues to engage the consumer and fortify the relationship.

Business Lessons Learned

- Leverage the existing connections and interactions among friends to break into general consciousness and introduce positive brand connections.
- Use incentives, such as sweepstakes, to encourage consumer participation.
- Integrate mobile marketing into the overall strategy early in the process so that there is consistency of voice throughout and seamless connectivity among all campaign components.
- Refresh content or use a phased launch approach to continue interest and ongoing engagement with the campaign.

Kraft Foods



Product sampling is a powerful, but often expensive, strategy for introducing a new product to market. By using mobile marketing, however, Kraft was able to cut costs and still get its samples into the right hands.

Company: Kraft Foods is considered the No. 1 food company in the United States and No. 2 worldwide. Its most popular brands include Oscar Mayer, Kraft, Philadelphia, Maxwell House, Nabisco, Oreo, Jacobs, Milka and LU, each of which have revenues of \$1 billion or more.

Challenge: When Kraft Foods launched a new line of Jacobs instant coffee products called Jacobs 2in1 and Jacobs 3in1 in Germany, it felt that a product-sampling campaign was in order. The idea was to generate market awareness and to allow consumers to taste the product before buying—and also to develop a customer database.

Solution: The company contracted Berlin-based YOC Group, which specializes in mobile marketing and mobile Web, to create Kraft's first sampling campaign involving mobile as the primary requisition vehicle. This, it was hoped, would

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help to minimize product distribution costs and sampling waste—and ultimately increase conversion—by requiring users to make requests via SMS. Because users would be charged by their wireless carriers to make those requests, there was a greater chance that requests would come from those genuinely interested in tasting the product.



YOC Group integrated the text-in call to action into all of Kraft's regional television and print ads announcing the new product line. These had an estimated reach of 50 million, and separate keywords were used to measure response.

In addition, close to 650 banners were placed on the Nokia, Sat1, Pro7, Mobile MTV, Viva and YOC Group .mobi sites in an effort to reach out to a younger "on the go" demographic. 250,000 text messages were also sent to a profiled segment of YOC Group's opt-in community list reserved for client campaigns.

Respondents were immediately sent a return SMS message that provided two options: Users could either respond again via text with their names and mailing addresses, or click on an enclosed link to visit a mobile WAP site where they could fill out a request form. Users were also given the opportunity to opt in for future communications from Kraft.



Results: The campaign initially ran for three months, and in that time, resulted in close to 500,000 sample requests, a much higher volume than either Kraft or YOC Group had expected. More than 80,000 users also opted in to receive further communications.

The best response rate came from the YOC Group community who had received the promotion via SMS; 10.6% of community members responded. The mobile banner ads also performed well, achieving a click-through rate of a little more than 3%. As expected, traditional media had the lowest conversion rate, but still performed well, especially considering the mass exposure. For example, the television advertisements resulted in an estimated 0.4% response rate. The print ads performed even better, likely because readers tend to be more focused on print than TV, can spend more time reviewing the message and aren't in danger of forgetting the details (i.e., which keyword to text in, etc.).

The campaign was considered an immense success and extended an additional three months. And throughout that time, Kraft realized a dramatic increase in Jacobs product sales.

BUILDING RELATIONSHIPS WITH TARGET MARKETS

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Business Lessons Learned

- Use mobile as the response vehicle for product sampling campaigns to maximize the quality of response.
- Garner an immediate response to mass media campaigns when interest is at its highest level.
- Motivate response by requiring only a single keyword entry for initiating the conversation between consumer and company.
- Assure that the value of the offering is worth more than the costs incurred by consumers for interacting.
- Add an opt-in database component to this type of campaign for future CRM purposes in order to further increase the return on investment.

Wiley Publishing



Even dummies know that the right incentive at the point of purchase will help drive sales. But this *For Dummies* publisher realized it could also build a database and initiate ongoing customer relationships by incorporating mobile components into its process.

Company: Wiley Publishing specializes in educational and reference books and is the publisher of the *For Dummies* product line.



Challenge: In 2008, the Wiley team endeavored to expand brand awareness and sales for its *For Dummies* products and, at the same time, grow its database of opt-in subscribers to whom it could continue to build a connection and drive subsequent sales. Wiley also wanted to try out mobile marketing as part of a comprehensive and integrated marketing program for achieving these objectives.

Solution: The company contracted mobile marketing firm HipCricket, which suggested starting with SMS because that would offer Wiley the broadest mobile reach. And because Wiley planned to continue interacting with consumers who opted into its database beyond this campaign, the company obtained its own short code so that it could own all keywords connected with that code and assure a positive user experience.

The campaign strategy involved reaching out to potential consumers with a \$5 off *For Dummies* offer that required users to text in “dummies” to instantly receive the coupon code via text message. That code could then be shown in a store or inputted online to make an immediate purchase or saved for later.

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The campaign was honored in 2008 with MMA's North America Cross-Media Integration Award.



The offer was promoted in bookstores and other physical outlets with point-of-sale and end-cap displays and related signage that urged patrons to text in. It was also promoted on the company website via online banner advertising and across the Sprint Nokia network using mobile banner ads.

After receiving the coupon, users were invited to further interact via a link to a branded WAP site that maintained the yellow-and-black Dummies look and feel. Once there, visitors could opt-in to join the “Mobile Club” to receive offers and information on new books.

Results: The campaign garnered more than 1.3 million known impressions. Although the company would not disclose sales or consumer participation volumes in connection with this campaign “for competitive reasons,” the program was considered an all-around win.

The mobile ad units performed especially well with a 1.4% click-through rate, which was four times higher than the campaign’s online ad performance. And 34% of users who clicked through to the WAP site went on to sign up for future communications from the company.

The campaign was honored in 2008 with MMA's North America Cross-Media Integration award.

Business Lessons Learned

- Implement SMS-based instant savings as a fresh means for influencing purchase decisions at the time of interest.
- Extend and enhance that interaction with consumers by immediately following up with additional communications.
- Incorporate mobile websites to establish a stronger brand presence and communicate the brand’s message in more than 160 characters.

CATCHING PROSPECTS WHEN THEY'RE IN THE MOOD

The immediacy afforded by mobile marketing lends itself to delivering the right message at precisely the right time to influence purchase consideration and drive sales.

Seattle Supersonics



The Sonics steal the ball, they rush it down the court for a slam dunk, and the crowd goes wild. The team's next offensive play? Cashing in on that fan fervor.

Company: The Supersonics was a professional NBA basketball team based in Seattle, Wash. until 2008 when the team relocated and became the Oklahoma City Thunder. The campaign featured in this case study took place while the team was located in Seattle. The lessons learned still apply.

Challenge: The Seattle Supersonics endeavored to increase fan interaction and participation during games at the encouragement of the NBA. One of the tactics being advocated by the league was the use of text messaging. The objectives were for the team to personally interact with fans on a mass scale and, at the same time, to develop an opt-in list for subsequent promotions.

Solution: Rather than incur the time and cost associated with provisioning its own short code (as other teams in the league did), the Supersonics opted to team with iVisionMobile and rent one of its shared short codes. This allowed the Supersonics to immediately launch its program and take full advantage of the season ahead.



After the short code was reserved, the team began testing ways to get its fans more involved in games and communicating via text. At first, the calls to action stood to rally fans around event proceedings, such as texting in to request a song for the dance-cam segment. Invitations to text in were announced over the PA system and on the jumbo screen during games.

This spurred *some fans* to get involved—but it wasn't nearly the level of participation the Supersonics had envisioned. So the team began mixing in trivia questions and user polls with the opportunity to win team memorabilia, such as autographed jerseys and basketballs. The text-to-win approach garnered a much stronger response, especially when paired with a question or poll that fans felt strongly about.

Participation was further boosted by establishing a schedule of regular announcements so that fans could anticipate when those announcements would be made and take it upon themselves to ensure they didn't miss out.

CATCHING PROSPECTS WHEN THEY'RE IN THE MOOD

By the end of the season, the Seattle Supersonics opt-in list had grown into the thousands, with hundreds of participants interacting at every home game.

Next, the team realized there were revenue opportunities with text messaging and began appending an offer code for discounted ticket purchases on the return text that thanked the participating fan for entering a text-to-win promotion.

This discount was also extended to broadcast audiences when a game was televised, using simple calls to action or easy trivia questions to encourage participation. This helped to boost fan interaction at home, to increase the team's mobile opt-in rate by reaching a larger audience, and unexpectedly, to spur a greater amount of ticket sales than the promotion had achieved in-arena because fans at home were already close to their computers and could immediately jump online to make purchases.

The team decided it needed a more immediate revenue draw from fans attending the game in person. It began alternating the discounted ticket promotions with coupons for 10% off team store merchandise, available that night only.

Results: By the end of the season, the Seattle Supersonic's opt-in list had grown into the thousands, with hundreds of participants interacting at every home game. And adding the discounts paid off, with an additional 610 tickets sold and upwards of \$19,000 of additional revenue generated through related ticket sales and store merchandise purchases. Not bad considering the discounts were introduced mid-season, and that the cost of the campaign was only around \$1,290 for the entire season.

Business Lessons Learned

- Incorporate mobile marketing into live events to increase audience participation and to create personal interactions with fans.
- Transform mobile event participation into revenue generation by integrating money-saving incentives that trigger purchases while fan enthusiasm is running high.
- When extending a promotion into broadcast media for a live event, be sure to run the announcement multiple times so that you can also catch people who are distracted or flipping back and forth between channels.



Warner Bros. Pictures

Miss the opportunity to download cool free content? Not teens—which is why this movie studio decided to leverage Bluetooth marketing to upstage competitor promotions and nab consumer attention.

Company: Warner Bros. Pictures is a motion picture production, marketing and distribution subsidiary of Warner Bros. Entertainment, a Time Warner Company.

Challenge: Warner Bros. Pictures was set to release a new horror flick (“One Missed Call”) in theaters throughout the United Kingdom, but as luck would have it, so were several other production houses. The result was a race to draw in the same 15- to 19-year-old male demographic and secure strong market share against the competition.

Solution: Bluepod Media, a U.K.-based Bluetooth marketing services firm with whom Warner Bros. had an established working relationship, was charged with developing a Bluetooth proximity marketing campaign to increase awareness and appeal for “One Missed Call” among the target demographic.

Bluepod Media promoted “One Missed Call” for the four weeks leading up to the film’s release via Bluetooth transmitters that it established in 55 cinema venues throughout the U.K. Visitors to these cinemas who had Bluetooth enabled on their phones received a free message to their phones asking if they would like to view the “One Missed Call” trailer as a download from the Cineworld menu. (All new cell phones purchased in the U.K. are sold with Bluetooth already switched on, according to MobileInfo.)

For visitors who accepted the invitation, the trailer downloaded immediately and remained on the phone until intentionally deleted. Those users also received a prompt to download calendar reminders set for the date of release.

The goal was to reach the target demographic when they were “in the mood,” exposed to promotions for other similar films, or visiting the movie theaters to view competing features. To test the viability of this approach, “One Missed Call” was not promoted via any other means at these cinemas nor publicized using traditional media. Instead, the only other promotion employed was online. Warner Bros. also worked closely with Nielsen throughout this campaign to measure its effect on box office sales.

Results: In one month, the trailer received 161,465 unique downloads. In 2008, the film itself generated more than 22% of U.K. box office sales among

CATCHING PROSPECTS WHEN THEY'RE IN THE MOOD

In one month, the trailer received 161,465 unique downloads.

horror films, compared to competing films, as found by Nielsen. This was 42% higher than what Warner Bros. expected, and it contributed that to Bluetooth marketing.

Business Lessons Learned

- Use Bluetooth marketing to initiate location-based brand interactions that engage users at just the right time and place.
- Add downloadable calendar alerts to follow up with consumers later and remind them of the actions you wish them to take.
- Let users know that content is free when offering downloads via Bluetooth.

MANAGING PEAKS AND VALLEYS IN CUSTOMER RESPONSE

SMS marketing can be effectively employed to establish more control over daily customer response and sales volumes.

Harold's Chicken Shack

Like many restaurants, this chain's stores were bustling at noon but sluggish in the afternoons. Franchisees decided to try time-sensitive promotions for conditioning customer behavior and tackling the after-lunch lull.

Company: Harold's Chicken Shack is a regional fast food chain based out of Chicago.

Challenge: Like many fast food outlets, foot traffic and sales at Harold's Chicken Shack stores tended to lighten up between lunch and dinner. A number of the company's franchisees sought to combat these slow periods with special coupon promotions redeemable only within certain time frames.

Solution: Mobile marketing was identified as a way to connect with customers in-store and remain with them "on the go" because the SMS messages customers received would stay on their phones until deleted.



Working with Mobile-Dialog, participating stores shared a single short code, but each used a distinct keyword for campaign promotions to track and understand response to their individual promotions. The corresponding coupons sent to users who opted in were accepted at all stores, however, regardless of where they signed up.

Campaign calls to action were featured on in-store signage—including banners, counter fliers, table tents, and window posters—and incorporated into existing advertisements and other marketing efforts, such as the fliers handed out door-to-door in nearby neighborhoods.

Customers who responded received an immediate text reply that thanked them for joining the VIP program and offered the following promotion: "Save 10% off your next meal Monday–Friday between 1–5 PM only. Bring a friend along and both of you save 20% each. Ends in 3 days. Exchangeable at local outlets."

Additional messages with varying promotions—all aimed at driving traffic during the usual slow periods and engendering a conditioned behavior—were sent out once a week. Overall, the best response came from messages delivered before noon and redeemable over a span of a few days.

Results: During the first seven months, participating stores received a cumulative 10,000 opt-ins. And 53% of those who opted in redeemed the introductory

MANAGING PEAKS AND VALLEYS IN CUSTOMER RESPONSE

Overall, the best response came from messages delivered before noon and redeemable over a span of a few days.

coupon, which offered 10% off or 20% off for bringing a friend. More than 32% of participants brought friends.

Subsequent promotions averaged a 37% redemption rate. Overall, the campaign resulted in an 11% lift in sales among participating stores.

“We kept spending money on traditional marketing opportunities without any increasing result. Going with SMS coupons has given us an opportunity to connect with our customers anywhere and any time, and increase our sales during slow periods,” says Lawrence Nyong, a participating Harold’s Chicken Shack owner.

Business Lessons Learned

- Offer coupon incentives to increase foot traffic and to grow your customer database.
- Apply expiration dates to induce a sense of urgency.
- Engage existing customers, and provide them with something to do as they wait to be served by adding calls to action to in-store signage.

Let’s Eat! Johns Creek



Out of sight, out of mind—so this meal-preparation franchisee found a low-cost means to send out daily reminders that would keep his shop top of mind.

Company: Let’s Eat! is a meal-preparation franchise that offers customers the convenience of restaurant-quality meals at home, without restaurant prices or the usual preparation and cleanup of home cooking. Customers can choose between frozen entrees or refrigerated meals, which can be easily heated at home.

Challenge: Meal thawing is typically a 24-hour process. So to be of service to those customers looking for same-night dinner solutions—a sizable market segment—refrigerated options need to be available, or the sale is lost.

This was the challenge for Jeff Shumas, franchise owner of the Let’s Eat! Johns Creek, Ga. location. He wanted to sell more product daily by having refrigerated ready-to-heat options available for walk-ins, but he couldn’t afford the waste that would come from assembling more meals than customers wanted or his fridge space allowed.

Growth in walk-in traffic is steady, and the program brings in an additional couple hundred dollars of revenue each day that a text message is sent.

Desiring a low-cost means of encouraging more walk-in traffic, Shumas first considered personal phone calls, which were unrealistic. Email wasn't the best solution either. There was no guarantee that recipients would open and read his emails the same day received—let alone in time to influence their nightly decision-making about dinner. SMS, on the other hand, likely would be immediately received at the time of Shumas's choosing.

Solution: Shumas signed up for a pay-as-you-go program with Ez Texting and rented the LETSEAT keyword using Ez Texting's existing short code 313131.

To build his opt-in list, Shumas sent an email to the store's customer database introducing the new "Dinner Tonight" text program. He included reminders about the company's regular weekly email mailings. Staff members also told customers about the SMS program in-store, and fliers were offered at the front counter.

In all cases, customers were told they would receive no more than five messages per week. They were also told they would receive 5% off by showing the day's text message at time of purchase—a tactic that Shumas initiated for tracking purposes.

Text messages were sent to opt-ins once per day, Tuesday through Saturday, and simply included a rundown of the meals available that particular day.

Shumas sent the messages out around 4 p.m. daily, hoping to reach customers about the time they'd be headed home from work. He found, however, that he garnered a better response by reaching people earlier in the day, around 1 p.m. to 2 p.m., when families were starting to contemplate their dinner options.

Results: After running the program for close to a year, Shumas has every intention of continuing it. Growth in walk-in traffic is steady, and the program brings in an additional couple hundred dollars of revenue each day that a text message is sent. Shumas also says the additional revenue generated in a single night more than makes up for an entire month's service cost for operating the SMS program. Plus, the program provides an easy, consistent and user-sanctioned means for keeping the store's name in front of his customer base.

Business Lessons Learned

- Gain more control over the day and time messages will be received by using SMS instant communications.
- Incorporate incentives to measure response and drive interest.
- Consider SMS even if you're on a tight budget; many vendor programs are inexpensive and can provide positive ROI after just a few sales.

UAS Properties



Limited staffing can challenge a small business's quality of service until it finds a way to improve efficiency. For UAS Properties, that solution resided in automated SMS messaging.

Company: UAS Properties, Inc. is a market-rate and affordable housing leasing and property management firm founded in 2001. It manages more than 800 units throughout the southeast region of Chicago and receives an estimated 150 calls per day from people inquiring about rental availability.

Challenge: To extend its relationship with incoming leads—and to improve the odds of another signed lease—UAS Properties introduced a special service to potential renters. If their criteria were not met by the current list of available units, the company would keep the contacts' information on file and notify them when new listings or price reductions became available.

Prospective renters considered this a valuable service, and the company's contact database grew to 10,000 names. But personal phone calls soon became too time-consuming to reach every qualified lead in good time; the whole process was extremely taxing on the company's limited resources and staff.

Solution: All that changed when the company began employing SMS and voice marketing. Now, the company asks potential renters to opt in for text and voice alerts to be delivered to their phones, and around 90% agree to do so. When a new property or price reduction opens up, an automated program scours the company database to identify those opt-ins who are in the market for the type of property available. The company then sends out a descriptive message en masse via both text (using the Ez Texting service) and voice messaging to that group.

MANAGING PEAKS AND VALLEYS IN CUSTOMER RESPONSE

UAS Properties managing partner Atukwe Newell noted that his business has quadrupled in the last year, thanks in large part to this program.

UAS Properties is careful not to bombard or annoy its opt-ins; it sends only one message per recipient per day and always ensures the featured rental matches the chosen criteria. Users can opt out at any time, and the company voluntarily stops contacting them after 60 to 90 days.

The company manages its message timing so it can effectively handle incoming calls—which immediately begin pouring in whenever a property alert is sent out—and assure positive customer experiences. For example, it typically initiates alerts between 11:30 a.m. and 1:30 p.m. when incoming call flow is low, and more company representatives are available to answer interested parties. In this way, the company not only optimizes the use of limited resources, it also serves more potential customers daily, significantly increasing its rate of leasing.

Results: UAS Properties managing partner Atukwe Newell noted that his business has quadrupled in the last year, thanks in large part to this program. “We’re able to do things cheaper, faster and better, and deliver a better quality service to our clients.”

Business Lessons Learned

- Use SMS to immediately deliver time-sensitive information en masse.
- Schedule outbound messaging to make the most of downtimes and ensure the appropriate availability of resources for handling response.
- For continued user participation, assure messaging remains relevant for each recipient.

REACHING THE HARD TO REACH

Rather than chase customers, draw them to you. Just put the consumer in the driver's seat and make your message available at any time and any place through mobile marketing.



Auction Direct USA

The used-car dealership Auction Direct USA has continued to prosper and grow at a time when the automobile industry has seen better days. This has a lot to do with the company's novel low-pressure approach to sales—the cornerstone of the company's overarching drive to show consumers that it can provide a different, better car-shopping experience.

Company: Auction Direct USA is a used-car dealership with outlets in Rochester, New York; Raleigh, N.C.; and Jacksonville, Fla. The company plans to open new stores in 2010.

Challenge: Few occupations have a rap as bad as the used-car salesman, and there are plenty of people who will do whatever it takes to steer clear of them. Nonetheless, one dealership is convincing these avoiders to make contact by using a low-pressure lead generation channel.

Auction Direct USA leveraged alternative communication channels, such as mobile, to connect with potential customers on their own terms and in their own choice settings.

“These are people who want to do it when they want to do it, and they want to be able to eliminate the potential of all unwanted sales pressure,” says Eric Miltsch, IT/Web director for Auction Direct USA. “We recognize that and want to open up as many communication channels for these people as possible.”

Solution: Auction Direct USA began its mobile efforts by setting up three separate WAP sites, one for each store. Each site carried a very simple design with the company logo, tagline and contact information on top, followed by an alphabetized list of the vehicles available at that location. Each listing linked to its own mobile microsite, which included the vehicle description, photos and video; a free vehicle history report; and contact information for the store's customer care center.

Auction Direct USA worked with Calabasas, Calif.-based Gumiyo, Inc. to secure its own short code and adopted a distinct keyword for each store (e.g., 399NY for its New York outlet). The keywords were added to the company's print ads, newspaper display ads and classified liners, and TV spots.



In terms of actual sales, the mobile component is responsible for between 50 to 100 new qualified leads per month for all three stores.

Each time consumers texted in, they immediately received a text back with a link to the appropriate WAP page and the store phone number with enabled one-touch dial. On average, 75% of users clicked through to the WAP site after receiving that message.

Results: When Auction Direct USA first added mobile to its mix in 2008, response was slow to trickle in, but that has picked up significantly in 2009. In April 2009, for example, the mobile code for the Rochester store (representing the company's smallest region) was texted 78 times, with 52 click-throughs to the New York WAP page. On average, monthly volume varies depending on the amount of external advertising employed and the type of vehicle advertised.

In terms of actual sales, the mobile component is responsible for between 50 and 100 new qualified leads per month for all three stores and multiple sales every month. At a cost of a couple hundred dollars per month, even one sale makes it worthwhile. This makes mobile marketing a profitable ongoing investment for Auction Direct USA and one the company intends to expand—especially because it also supports the company's customer-focused philosophy and establishes trust in the marketplace.

"Using mobile codes is another way we set ourselves apart," says Miltsch. "It shows automotive consumers that there is a different way to buy a used car and shows how we are changing that entire process."

Business Lessons Learned

- Put consumers at ease by offering non-confrontational communication channels that allow them to initiate and control the interaction.
- Have patience. Try new approaches, and stick with them; as with any new medium, it takes time to stimulate participation and adoption.
- Promote your mobile calls to action frequently. There tends to be a direct correlation between response volume and the number of ads promoting the campaign.

Jiffy Lube

Jiffy Lube wanted to become the oil-change specialist for a new generation of drivers, but its message wasn't getting through to the demographic that can't be bothered to open the yellow pages or sit through commercials since the dawn of



Tivo. So the company found a new way to pervade this group's daily routine and finally get some notice.

Company: With more than 2,000 service centers in North America, Jiffy Lube is the largest system of franchised and company-operated service centers in the fast-lube industry, servicing approximately 24 million customers each year.

Challenge: Jiffy Lube wanted to find a new way to reach 18- to 24-year-olds, identifying this as a group which has likely not yet established a preference for automotive service facilities and is likely to ignore the company's television, newspaper and yellow pages ads.

Further building the case for mobile, the company chose to conduct its test in the Los Angeles Metro area, where residents—especially Jiffy Lube's target demographic—spend a lot of time on the road with their cell phones close at hand. Mobile offers a means for connecting with these hard-to-reach individuals even while they were out and about.



Solution: SMS advertising was specifically chosen so it wouldn't matter which type of device the user owned or whether he or she subscribed to a mobile data plan. The promotion, developed with the help of agency Kovel/Fuller using 4INFO's network and advertising services, consisted of money-saving coupons for oil changes offered via ads appended to user-requested mobile content, such as text alerts from Yahoo News and E! News. Kovel/Fuller estimates more than one million impressions were delivered this way.

Two equivalent offers were tested—one for "20% off" and the other for "\$7 off"—using separate keywords to measure response. During the campaign, ad messaging was regularly refreshed to keep response rates from falling. Copy was also adjusted to be more informal and representative of its intended audience. For example, less "corporate speak" and less punctuation were used and more commonly known abbreviations were incorporated—which further helped to boost response.

In addition, the test ran head-to-head against a similar campaign advertised online that also prompted users to text in to receive a coupon. This element was added to compare opt-in and response rates between the two promotional channels.

Users who responded to the ads immediately received a text message that included the coupon redemption code and offer details, along with another call

Jiffy Lube and its agency feel this was a positive first run, and in late 2009, they plan to launch additional mobile tests targeting this age group

to action to again text in, this time with their ZIP codes, to receive location information for the three closest stores.

Results: The mobile advertising component achieved a 0.20% response—average for this type of campaign and an indication that the channel was viable, especially because it outperformed its Web counterpart.

In addition, 28% of respondents went on to text in their ZIP codes for a list of stores closest to them; 4INFO noted that the average store locator response rate for its network is closer to 15–20%. More than 200 coupons were redeemed at L.A. stores, which equates to around 10% of original respondents. The 20% off messaging generated more text-in responses overall; however, the coupon for \$7 off resulted in more coupon redemptions.

Jiffy Lube and its agency feel this was a positive first run, and in late 2009, they plan to launch additional mobile tests targeting this age group.

Business Lessons Learned

- To win over the attention of a hard-to-reach market, first figure out how you can best work your way into their existing day-to-day routines.
- Test multiple mobile offers and messages to determine the optimal approach for attracting your audience and driving conversions.
- Refresh mobile ads regularly to optimize performance.
- Try advertising SMS campaigns via mobile advertising. You may generate a higher response rate because all user activity is performed using the same channel and device.

TIPS FOR GETTING STARTED

You've checked out the cutting-edge mobile marketing tools and examined all the case studies. Now, you just need to put all the information together for a successful course of action.

Ready to launch your mobile marketing campaign and reap its benefits? Check out our quick list of tips.

Now that you have a few ideas of how mobile marketing might work for your business, here are the first steps to take in launching your own campaign:

- **Let your audience define your strategy:** Understanding your audience is an important first step in determining your mobile campaign strategy. Consider the types of mobile handsets your market uses, the phones' features, users' comfort levels with the technology, which types of content interest them and in which activities they're already engaging with their phones.
- **Integrate mobile into your mix:** Use existing channels, such as print ads and direct mail, TV and radio advertisements, website and email promotions, and point-of-sale advertising to get the word out, encourage response, and build your opt-in list. Remember, the more exposure you have, the better your response will be.
- **Offer value:** Regardless of your selected approach, it's pertinent that you give users a reason to engage. Incentives used in these case studies include: digital coupons; sweepstakes; free samples; free downloads, such as ringtones and wallpapers; videos; interactive sites; exclusive event invitations; and on-the-go access to information of interest.
- **Be direct in your messaging:** Make your calls to action simple and prominent. Communicate the benefits of engaging with your company so that your audience will understand exactly what you are asking them to do—and why.
- **Strive for a positive user experience:** Help make it easy for users to engage. Craft straightforward campaigns that require as few clicks or text responses as possible. Before launch, test your program to ensure all your links work and everything runs smoothly. Then, be sure to keep it entirely "white hat" by adhering to opt-in/out-opt best practices and respecting your customers' personal information and privacy rights. Always follow through on the expectations you set forth.
- **Test, measure and respond:** Take advantage of the ability to use multiple keyword responders and real-time metrics to optimize your message and message placement and to improve campaign results over time.

YOU'RE UP!

Mobile marketing is all about communication and timing. Use both to let us know what you think about the mobile-marketing success stories and share a story of your own.

We hope this special report has provided the fuel to get started on your own mobile marketing success story. Let us know how it goes by emailing us at CaseStudies@MarketingProfs.com. We're especially interested in hearing about emerging B2B applications. Your ingenuity could make it into our next edition.

Mobile is a fast-growing and constantly evolving channel, and MarketingProfs looks forward to keeping you up to date with the latest. Keep an eye out for more to come.

For more marketing insights, be sure to also check out our two free iPhone applications—MarketingProfs and MarketingProfs Q&A—available for download in the iTunes store.

Last, but certainly not least, we invite you to connect with us on Twitter:



Ann Handley

twitter.com/marketingprofs

Head of content at MarketingProfs, editor, social media, marketing, great food, good wine, writer.



Shelley Ryan

twitter.com/shelleyryan

Den mother for MarketingProfs, Web seminar diva, copywriting whiz, lazy blogger, foie gras foodie on a bacon budget. Amateur designer, too.



Allen Weiss

twitter.com/allenweiss

CEO/Founder of MarketingProfs, marketing expertise, entrepreneur, professor, meditation teacher.



MarketingProfs Wire

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ABOUT THE AUTHOR

Kimberly Smith is a MarketingProfs staff writer. In addition to the Premium content she writes for our site and weekly newsletter MarketingProfs Today, her portfolio consists of corporate marketing and advertising collateral for diverse organizations and write-ups for select publications including The Robb Report Collection.

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