

Digital Marketing Tips



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Mobile Marketing 101

Mobile: The “Next Big Thing” In Online Marketing is Happening Here and Now

Your customers and prospects are looking for you online. You already know this. What you may not know is how many of them are looking for you while on the go.

They may be driving around town, visiting friends, or traveling far from home. And while they're out and about, and nowhere near a computer, their best connection to the web – and to your business – is their cell phone.

How do you get your message in front of an increasingly mobile market?

The Mobile Friendly Web

Let's start with your website. How “mobile-friendly” is it?

An estimated 100 million people in the US alone carry a “smart phone,” and regularly access the web with this device. By “smart phone” we mean a phone with extended computing capabilities, such as a Blackberry, an Android, any phone with Windows CE installed, and of course, the very popular iPhone.

When one of these users finds your website, what do they see? If you're not sure, check out your website with your phone's browser. Does it make sense? Does it look good?

Pretend you know nothing about your own company, and you are looking at your website for the first time on your phone.

Can you tell what the company does? Can you easily find a description and contact information?

Assume you're in a car and trying to find the company's nearest location or corporate office. How many clicks does it take to find an address and get directions?

If this experience is painful, your website could be working against you and sending people away rather than drawing them in. It might be time to consider a mobile makeover.

Depending on your website's underlying technology and other factors, you might need no more than a small script that automatically displays different content to mobile users.

On the other hand, you might benefit from an entirely different mobile website that only cell phone users see.

Short Message Service (SMS) Marketing

Once your website is up to snuff, the next step in your mobile marketing voyage might be to add text messaging to your marketing program. You've seen the signs: “Text ABCDE to 55555 and receive a free gift!”

This requires SMS messaging capability, which requires an account with a mobile messaging provider.

They assign you the “short code,” the number your users will send text messages to, and you select the “keywords,” which are the words the user sends to respond to your offer.

Promote your campaign on your website first and foremost, but add it to your other marketing collateral too.

The process is similar to email marketing, except you capture phone numbers instead of email addresses. When someone sends the keyword to your short code, they have opted in and given you permission to send them text messages until they opt out.

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Mobile

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Mobile phone text messages are governed by the same rules that apply to email messages, most specifically the CAN-SPAM Act. Be sure to obey all applicable anti-spam laws in your area.

However, most SMS marketing service providers are aware of all the rules, and make it hard to break the law.

Even if they didn't, mobile users are much quicker to opt out of your list if they get too many messages – or the wrong kind of message.

Here's one tip: it's best to keep your messages few and far between, and be sure to offer lot of value with each one to maintain interest.

There's An App For That

Perhaps the most advanced level of mobile marketing is to offer your own smart phone application, or "app."

While this limits your audience to the users of a particular phone, depending on your target market this can still be a pretty big group. And if the user experience is better, the end result can be more profitable.

Creating an app doesn't have to be expensive. An iPhone app can be developed for as little as a few hundred dollars. You can give it away right on your website, or even sell it in the online app stores.

Be sure to have the end goal in mind before you begin. Will your primary purpose be to drive traffic to a website, and from there promote a product, a service, or an event? Or do you want something more geo-targeted that entices people to visit your location immediately?

Careful planning is the key to a successful mobile marketing strategy, and the more it integrates with your other marketing efforts – online and off – the more effective it will be.

SMS Marketing Is On The Rise

How many emails are sitting in your inbox right now, unread?

If you're like most folks, the answer to that question is, "Most of them!"

Now think about how many text messages you've received this week. You read them all right away, didn't you?

And therein lies the key to the exploding success of marketing by SMS: people get the messages instantly, and usually read them immediately.

Here are just a few ways some forward-thinking organizations are integrating this technology into their marketing efforts.

Product Launch Support

Eagle Claw Fishing Equipment planned to launch the world's first biodegradable fishing line at a major sportsmen's exposition.

As a way to extend the environmental-friendliness of the product, they offered paperless coupons to attendees who sent in a text message.

Interest far exceeded expectations, and the company received numerous positive feedback and customer comments about the SMS coupons. In fact, feedback was so good, product inventory was gone halfway through the 4-day event.

After analyzing all the sales data, they concluded that 23 percent of sales were directly related to the SMS campaign.

Eagle Claw is currently planning SMS campaigns to roll out with new product packaging at retail outlets across the US.

Student Communication

Incoming students at University of Louisville are virtually overwhelmed with a flurry of information about campus events, orientation activities, contests, and special programs.

Since June of 2010, they've been getting the latest and greatest stuff right on their phones.

Louisville started by offering incoming freshmen a week of free parking if they texted in the three things they were most looking forward to in the coming year.

The flood of responses was astounding – their students love to text! Louisville found SMS to be the easiest and fastest way to get a response.

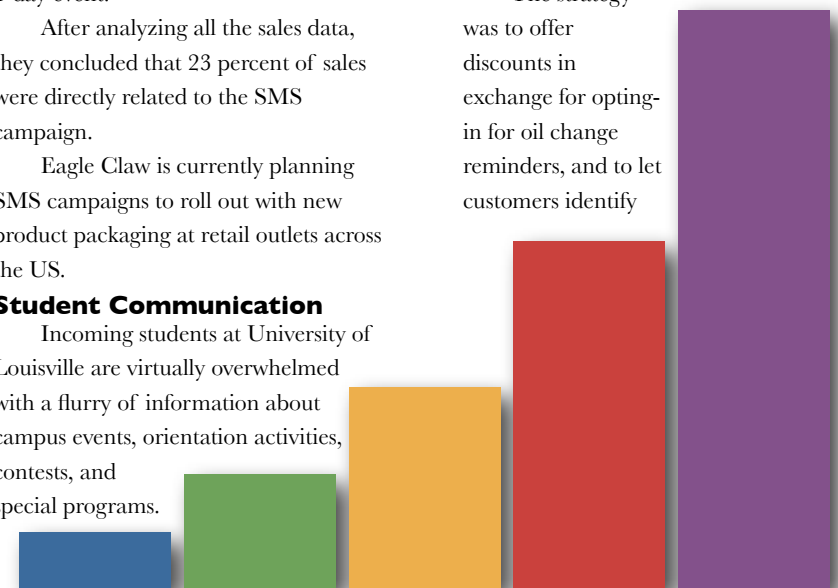
Now Louisville plans to reach out to prospective students with information on campus visits, application deadlines and more. The system lets university staff easily track how many students receive and open each text message.

This allows the admissions office to know which students they may need to contact using additional outreach strategies.

Customer Retention

Like most car owners, the customers of Mobil1 Lube Express in Willow Grove, PA, were used to getting reminders to come back and get their oil changed again. But Mobil1 Lube Express wanted to see if how they sent those reminders would make any difference.

The strategy was to offer discounts in exchange for opting-in for oil change reminders, and to let customers identify



the communication channel they preferred – SMS text, email or direct mail (post cards).

The results were surprising. A total of 2,187 customers opted-in out of a possible 6,849 customers.

Text messaging response rates outperformed direct mail reminders by 15 percent and email reminder response rates by 8 percent.

On average, customers who received a direct mail piece came back two days sooner than they did on their own (receiving no reminder). But customers who received a text message reminder returned 8.4 days sooner than they did on their own. For every \$1 spent on the

direct mail campaign, the net ROI (return on investment) was \$24, or 24:1.

The ROI for email marketing was \$308 for every \$1 spent, or 308:1. But the ROI for text message marketing returned \$344 for every \$1 spent, or 344:1.

And the cost to generate each returned customer (cost per customer) was \$0.20 (20 cents) for text messaging, compared to \$0.24 for email and a whopping \$2.76 for direct mail!

Based on the success of the program, Mobil1 Lube Express adopted the SMS and email program and decided to discontinue sending mailed reminders.

For complete details on these and other case studies, please visit MobileMarketer.com.

Mobile at a Glance

The mobile phone is the world's most ubiquitous consumer device, and mobile is overtaking the PC as the most popular way to get on the web.

- ★ There are 5.3 billion mobile subscribers, or about 77% of the world's population.
- ★ 50% of the world's population is expected to have access to the Internet through a mobile device this year.
- ★ Over 85 percent of new handsets can access the mobile web.
- ★ Today in the US and Western Europe, 90 percent of mobile subscribers have an Internet-ready phone (not necessarily a smart phone).
- ★ In the US, 25 percent of subscribers are mobile-only web users, meaning they never or very rarely use a desktop, laptop or tablet to access the Web.
- ★ Almost one in five global mobile subscribers have access to fast mobile Internet (3G or better) services, and the number of 3G handsets is growing fast.
- ★ Over 6 trillion text messages were sent in 2010, and SMS is predicted to exceed 10 trillion messages in 2013.
- ★ In 2009, U.S. cell phone subscribers sent and received on average 390 text messages per month, compared to making 230 voice calls a month.
- ★ Twice as many people are “active SMS users” as are “active email users.”
- ★ While 65% of e-mail is spam, less than 10% of SMS is spam
- ★ On average, text messages are read within 4 minutes compared to 48 hours with email.
- ★ Apps represent 8% of the mobile market, compared to 87% of people using SMS messaging.
- ★ Over 300,000 mobile apps have been developed in recent years, and apps have been downloaded 10.9 billion times.
- ★ As many as 1 billion people will access financial services by mobile by 2015, and 50 percent of the world's mobile subscribers could be paying by mobile (m-payments) by 2014.
- ★ Estimates of worldwide mobile advertising and marketing expenditures range from \$1.4 to \$7.5 billion (US) in 2009, and most analysts forecast rapid growth.

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search because they want the answer *now!* Give it to them, or they'll leave.

6) Limit each paragraph to one idea or thought.

If you are keeping the words small and the sentences short, this should be easy. It keeps your reader focused, and allows him to isolate the specific information he is looking for.

7) Use engaging titles and headlines, and bullets.

Web surfers tend to scan first, rather than read line by line, so you want to catch their attention immediately.

The title, headline or subhead can be the conclusion or single thought mentioned above. Use bullet points freely so readers can scan to find your supporting information.

8) Link to other resources.

Don't be afraid to “send the reader away” by linking to other websites. Users appreciate the assistance and are more likely to bookmark your site and return.

9) Highlight benefits, not features.

When talking about your products and services, focus on the benefits to the user/buyer/customer. This keeps your audience interested, and makes your offering more appealing.

If you want to list features, do that as an actual list.

10) Proofread. Edit. Proofread again!

Always always always edit edit edit! Proofread your work over and over, and have others read it, too – the more eyes the better. A web page is fluid. It can be changed any time. So don't be afraid to do just that to make it as good as it can possibly be.

So we conclude right where we began. The buck stops with you. If you haven't read your website lately, now might be a great time to give it a once over.



Image: renjith krishnan / FreeDigitalPhotos.net

INSIDE

MOBILE MARKETING

What's bigger than the web and can reach more prospects faster? Mobile!

MOBILE CASE STUDIES

Stories from the front lines of SMS-based mobile marketing.

Website Triage

Ten Tips to Better Web Writing

Whether you write your web pages yourself, or hire experts like us to do it for you, the buck still stops with you.

Read through your website regularly to make sure your copy is healthy and works for you, not against you.

Here are some tips to keep in mind as you perform triage on your content.

1) Write like you talk.

Most web surfers are not looking for academic material, and they hate jargon. So keep your tone conversational and helpful, never authoritarian or academic.

2) Keep it simple, Sherlock.

Research has shown people are more likely to continue reading if the content is written for a 6th grade reading level. To do this, simply use small words whenever possible, keep sentences short, and avoid compound sentences (like this one!).

3) Talk to your reader.

Write as if you are having a conversation with your reader. Don't be afraid to refer

to yourself by using "me" or "I," and definitely write in the second person, using "you" in a familiar, conversational tone.

Avoid referencing your reader as a group, such as "all of you." Your reader is just that: *a reader*.

4) Make your content relevant.

Your business and the site itself dictate relevance, but if someone searches for information about dog supplies and they land on your web page, be sure that's what they find!

Otherwise, they will hit the back button faster than you can say, "Hey wait a second!"

5) Start with your conclusions.

Get to the point as quickly as you can, and then follow up with supporting anecdotes, facts and statistics. Internet users are not known for their patience. In fact, they are probably using the web to

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