

# Mobile Marketing Guide

This Mobile Marketing Guide is designed to walk you through getting started and offers some best practices and tips that should assist you in implementing your campaign.

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# First Things First

The first thing you want to do is sign-up with a keyword. If you are using your campaign for marketing purposes, you want your keyword to reflect your business to maximize branding. Next, you will need to log into your control panel. Our programmers and designers took expansive measures to ensure that the control panel is straight forward and simple to use. Familiarize yourself with the control panel, icons, and content within. The control panel is the base of your text messaging campaign.

Once you have become better acquainted with your control panel, click on your “Edit Account” icon. Your “User Info” tab is the default tab. From here you can change your contact information, password, business type as well as upgrade your account and purchase additional messages.

**Note:**

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*Make sure that your business type accurately reflects one of the predetermined types or select general/other. This information is not seen by any subscribers but is passed on to the wireless carriers for the provisioning approval (variances in this business type can result in the disapproval of your keyword and possible deactivation).*

Next, click on the “Keywords/Auto-Responder” icon. Next to the keyword, click the “Edit” icon to change the keyword's settings. There are 3 settings available for change here:

1. Type in a 145 character auto-responder message that will be sent to all subscribers on opt-in. When a subscriber opts-in for the first time, they will receive the opt-in confirmation message including the following mandatory information:
  - the business name
  - the message frequency
  - HELP for help
  - STOP to cancel
  - message & data rates may apply

Once this confirmation message is sent, the auto-responder message you customized will be sent to them. \*Keep in mind, by defining an auto-responder message to be sent with the opt-in confirmation message, you are using 2 messages per opt-in.

2. The second setting is the customizing the alternate message. By clicking “Enable Alternate Message” and filling out the box labeled “Auto-Responder Alternate Message” you have set up a message that will be sent to subscribers who try to re-opt in after already being in your contacts database. If no message is provided in the box, nothing will be sent to the subscriber re-opting in.
3. Select the number of messages per month that your subscribers should intend on receiving. Again, this information is passed on to both the subscriber and the carriers as part of the provisioning process and must accurately reflect the maximum number of messages a subscriber will receive per month.

The next step is to create any groups that you may want use. Our groups feature allows you to group contacts together to better target specific people with your marketing campaign. You can create and delete groups at any time, but creating any necessary groups before advertising your keyword will make things easier for tracking purposes and separating contacts. Any groups that are created will include an extension that will be added to your keyword, separated by a decimal (e.g. demo.ad = **demo** being the keyword and **ad** being the group).

You can add contacts to your database that you have already collected as long as they know they will be receiving text messages from you.

**Note:**

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*Any contacts uploaded will automatically receive the opt-in message giving them the opportunity to opt-out of receiving these messages. These messages are deleted from your total balance as they are sent out.*

Next, you will need to promote your keyword to your prospective clientele by adding your call-to-action to your current marketing (e.g. text **pizza** to **33938** to receive 10 % off).

# Opt-in Tips

Signing up for a text message marketing platform is the first step of starting your campaign, but the most important part is gaining opt-ins! The goal when starting a SMS campaign is to grow the list of subscribers over time. Considering the popularity of text messaging, lists can quickly grow from a couple hundred to a couple thousand subscribers, and larger. These tips are to assist you with ideas for gathering a database that can then be marketed to.

## Tips:

- Promote, promote, promote! In order for your campaign to be effective, people need to text your keyword to the short code to be entered into your database.
  - Add your call-to-action to ALL of your current marketing campaigns including:
    - Table tents
    - Menus
    - Fliers
    - Billboards
    - Marquees
    - Yard signs
    - Window paint
    - Newspaper ads
    - Newsletters
    - POS signage
    - Receipts
    - Packaging
  - Business cards are a perfect, low cost form of advertising. Add your call-to-action on your business cards and hand them out freely to make them more effective. (Many business cards are just thrown to the side after they are received; by adding a call-to-action, it gives the recipient a chance to opt-in before discarding it or placing it into a wallet or purse and forgetting about it.
  - Promote it with your email campaigns by putting the call-to-action in the subject line.
  - Name badges, buttons, or hanging neck badges for employees with direct customer contact can include the call-to-action. Also have them mention it to everyone they speak with and run a competition with employees to see who can get the most opt-ins.

## Important!

All print and web advertising must contain the following information to be compliant with current industry regulations:

- A declaration of what they will be receiving (e.g. you will receive coupons)
- Message frequency (e.g. you will receive **X** messages per month)
- **HELP for help** (in bold typeface)
- **STOP to cancel** (STOP to quit, unsubscribe, end, stop are all valid and (in bold typeface))
- "Message & data rates may apply" (cannot contain additional verbiage)
- A privacy statement or link to a privacy policy

### Tips:

- Incentivize your call-to-action and give a reason for people to opt-in. Just adding your call-to-action to a flier is not enough to get someone to opt-in. In your call-to-action, you need to entice them with:
  - Information
    - Information about special events
    - Company news
    - Changes in company business
    - New product or service
  - Coupons
    - A coupon code that can be redeemed online or at a location
    - An actual coupon that can be redeemed by showing the text message on the phone to the clerk
  - Prizes
    - For opting-in they receive a prize, product or service
  - Drawings
    - Opting-in enters them into a drawing for a prize
  - Voting
    - Ask for votes on a position (political, sports teams, favorite meal, etc.)
    - Ask for votes on a change of business (new ideas)
- Word of mouth! Ask your current subscribers to forward a message to friends, asking their friends to opt-in. Give incentive as a reason to send it. These types of messages can look like this:
  - Have your friends text **test.1 (space) your #** to 33938 to receive discounts and ten opt-ins gets you an MP3 player

# Sending Your Messages

As your subscribers opt-in, they will receive the message confirming that they have opted-in and your auto-responder message. Any opt-ins will automatically be placed into your database and corresponding groups, if any.

## Note:

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*Text-4-info accounts will not send the confirmation message as they are not enrolling for anymore messages.*

You can send messages to your contacts in one of two ways:

- Sending a one-time message
  - This type of message will allow you to select who you would like to send the message to and queue a time of the day to send the message out.
- Scheduler
  - The scheduler allows you to set recurring messages to go out:
    - Daily - will send the message daily, at the time you select, to the contacts you select.
    - Weekly - will allow you to select the days of the week to send the message.
    - Monthly Days - sends out the message within specific months and on specific days of those months.
    - Monthly On - gives you the ability to send out your messages on specific weeks and days of those weeks.

## Note:

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- *Any messages that are queued to go out **will not be sent** if the message balance is below the number of messages set to be sent. You will receive an email prior to the messages sending date making you aware of the shortage.*
  - *Your message plan can be upgraded at any time to any of our packages. If you have a 500 message plan and by month two have a database of 350 subscribers, you can upgrade to a higher plan to accommodate for the increased messaging.*
  - *Another option is to purchase an additional bundle of messages. These messages are extra on your account and will only be used if you exceed your monthly allotted messages. Message bundles do not expire and will remain on your account until used.*
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# Best Practices

These best practices are put in place by the Mobile Marketing Association (MMA) in conjunction with the tier 1 carriers and top aggregators.

## General

1. At a minimum, programs should be run in a manner that is congruous with the letter and spirit of the MMA Global Code of Conduct for Mobile Marketing. The Code of Conduct is located at: <http://www.mmaglobal.com/codeofconduct.pdf>
2. At all times, programs must be in accordance with applicable federal and state laws, rules and regulations.
3. Content providers must always be cognizant of the number of messages they are sending to participants in their programs to avoid a poor user experience.

## Advertising Messaging Program

4. When promoting programs, content providers should ensure that their advertising in all forms is clear and conspicuous regarding all terms and conditions associated with offers and adheres to all state and federal regulations.
5. Use of the word “free” varies by carrier. However, when there are no fees or charges other than standard messaging and data charges, synonyms (i.e. complimentary, promotional, no charge) are supported by all carriers and must be used with the phrase “Msg & Data Rates may apply”.
6. The verbiage around the placement of “Msg&Data Rates May Apply” should be clear and conspicuous on the call to action/promotion/advertising and should NOT be deceptive in any nature nor lead to an indirect subscription of services. Illegible font sizes or presentment (including scrolling or moving graphics) and obscuring of the disclaimer “Msg&Data Rates May Apply” are prohibited.
7. Advertising must include a resource (such as a website or phone number) where subscribers can reference all terms and conditions.
8. All advertising and promotional material should clearly display the opt-out information.
9. Program advertising or its placement should not be deceptive about the functionality, features, or content of the underlying program.
10. When promoting programs, content providers should ensure that their advertising in all forms is clear and conspicuous regarding all terms and conditions associated with offer and adheres to all state and federal regulations.

## **Opt-in**

11. Content providers must obtain approval from subscribers before sending them commercial SMS.
12. Regardless of type, the goal of any opt-in is to clearly communicate to the subscriber the financial obligation they are about to incur by entering the program.
13. Upon entering a program, the subscriber must be told how to opt-out of the program.
14. Beyond violating the subscriber opt-in policy, sending messages to third-party lists is not an effective interactive mobile marketing tactic.
15. Selling mobile opt-in lists is prohibited