

# Can We Talk?



**Thursday, March 20, 2008**  
**Ohio Wesleyan University**  
**The Woltemade Center**



# Current Perceptions

MOM: This wireless bill is outrageous! Look at all these text messages.  
DAD: The kids are awfully quiet...



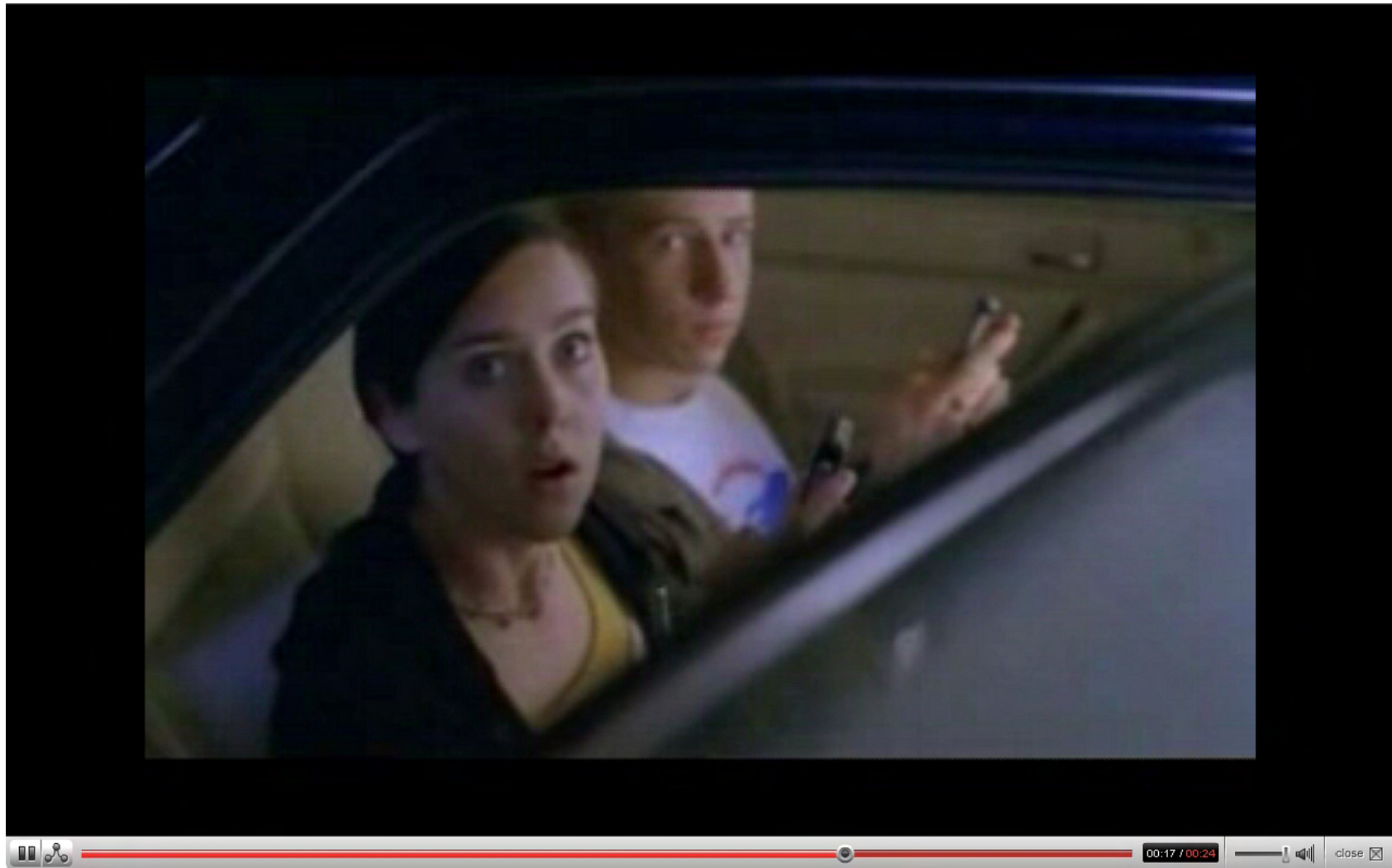
T-Mobile commercial



DAD: You'd better not be doing what I think you're doing!!!



DAD: They're TEXTING!  
MOM: bloodcurdling scream



# Introducing:



## Samantha Rufo President, nxtConcepts, Ltd. & the myGuideSites.com

- Small business with a B2C focus
- Traditional marketing foundation with continual learning of new tools and methods
- Mobile Marketing campaigns for three years



# Agenda



1. What is Mobile marketing?
  - Make it Personal
2. Who's Doing it?
3. Case Studies
4. Impact on Business
  - Pros
  - Cons
5. Getting Started
6. Putting it all Together



Can I get copies of this presentation?

Yes! Within 24 hours at  
<http://www.myMarketingGuide.com>

Should my phone be on or off?

**On vibrate of course.**

Keep it on for an upcoming poll  
Question!





# Let's Do A Quick Poll



Do you do  
text?

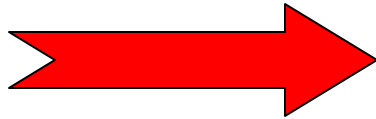
- No: raise your hand
- Yes: text GUIDE  
to 95495



# What Is Mobile Marketing?



# What is Mobile?



Get the  
message



## Mobile Data/Content-Based Activities of UK Mobile Phone Users, Q3 2006 (% of respondents)

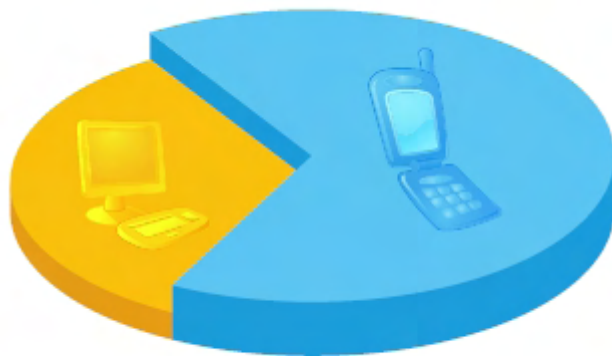
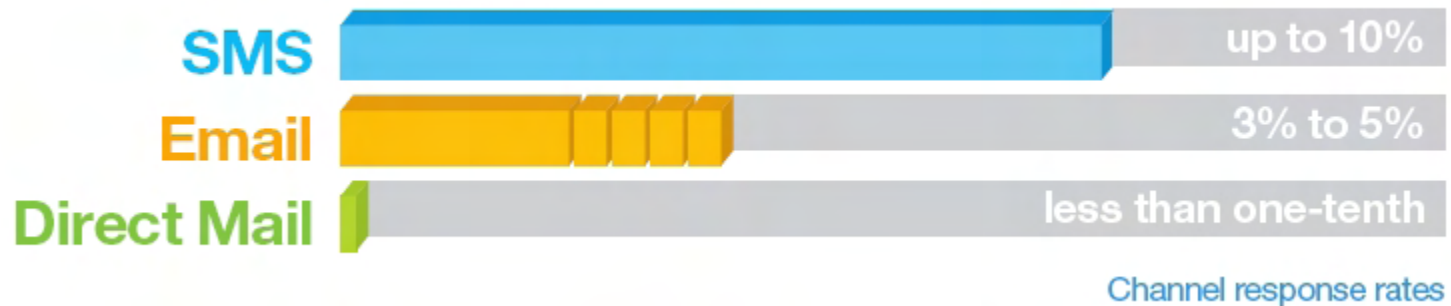
SMS	85%
MMS	35%
Games	26%
Internet	19%
Ringtones	15%
Music	14%
E-Mail	11%
Uploads*	4%
Video	3%

Note: \*user-generated content, etc  
Source: Telephia, January 2007

080374

[www.eMarketer.com](http://www.eMarketer.com)

# Savvy Choice



Over 2 billion mobile phones versus 1 billion PCs



Handset versus new PC sales

“Mobile marketing has the same potential to change the advertising and marketing space in the same way that the emergence of the Internet did a decade ago.” ABI Research



# Make It Personal



# Fitting In



## Traditional Marketing Channels

- ❖ Print Advertising
- ❖ TV Advertising
- ❖ Radio Advertising
- ❖ Billboards/Outdoor
- ❖ Direct Mail

## New Interactive Channels

- ❖ Websites
- ❖ Email
- ❖ Viral
- ❖ SEM (Search Engine Marketing)
- ❖ Mobile/Cellular
- ❖ Social Networking

# Mobile-Voting



SHOW GUIDE CONTESTANTS PHOTOS VIDEOS COMMUNITY DOWNLOADS BEHIND THE SCENES MOBILE STORE

## VOTE

### SIGN UP FOR VOTE NUMBER REMINDER



Voting starts Tuesday, February 19th!

**Sign up to get text reminders each week.** Once voting opens in your time zone, you'll get a text message with the names of the contestants who performed that night and their voting codes. Then you can text to vote as many times as you want.

SIGN UP FOR REMINDERS ▶

—OR—  
**TEXT YES TO 3003\***

### UNLIMITED TEXT VOTING

Vote for your favorite Idols as much as you want for one low monthly price with **AT&T's Messaging Unlimited package.**

▶ Sign Up Now



## HOW TO VOTE

Text message your votes for your favorite Idol contestants straight from your AT&T wireless phone! Voting windows are open for at least two hours after each performance show. You can vote as many times as you want!

# 1

### STEP 1: CREATE A NEW MESSAGE

- Select MENU
- Select MESSAGING
- Select NEW TEXT MESSAGE

# 2

### STEP 2: TYPE IN THE WORD "VOTE"

- Type in "VOTE"
- Select OPTIONS
- Select SEND TO NUMBER

# 3

### STEP 3: ENTER THE 4-DIGIT NUMBER

- Enter the 4-digit number of the contestant you want to vote for
- Select OK

# 4

### STEP 4: REPEAT!

- You can vote as many times as you like for as many contestants as you want
- Every Vote counts!

IDOL ON YOUR PHONE

**NOT AN AT&T CUSTOMER BUT WANT TO GET IDOL ON YOUR PHONE?**

[click here to get started ▶](#)

\*Standard text messaging rates apply.

# Mobile-Text & Win



Win  
Instantly!

DEALS  
POWERHORN  
*Resort*

txt 2  
win

POWERHORN  
*Resort*

Lift tickets & other prizes

Text 'DEALS' to 95495

Winners are picked randomly from all eligible text entries & will receive an instant message with details on how to pick up the prize. Contest ends 3/09/07. No cost to enter. Carrier charges may apply.



# Mobile-Polls/Surveys



## Have 60 seconds?

Take our  
4 question  
Quick Poll &  
get cool  
rewards



## Just text 'DEALS' to 95495

(then reply to the txt with your answer)

Brought  
to you by nxtCONCEPTS

[Dashboard](#) | [Voting](#) | [Contests](#) | [Settings](#) | [Support](#) | [User Accounts](#) | [Logout](#)

### Voting

#### Voting Campaigns

Question:  -?-

Answer A:  -?-

Answer B:  -?-

Answer C:  -?-

Answer D:  -?-

Thank You Message:

(113/140)  
[?]

#### Current Results -?-

More nightlife	1156
Snow tubing	789
Faster lifts	990
Jessica Simpson	1189

**ORN**  
ext

# Mobile-Chat



**MOCOspace** LOGIN JOIN HELP


Find Friends | Photos | Chat | Instant Message | eCards | Love | Blogs | Forums | Videos | Top Rated | Mobile

### Find Friends

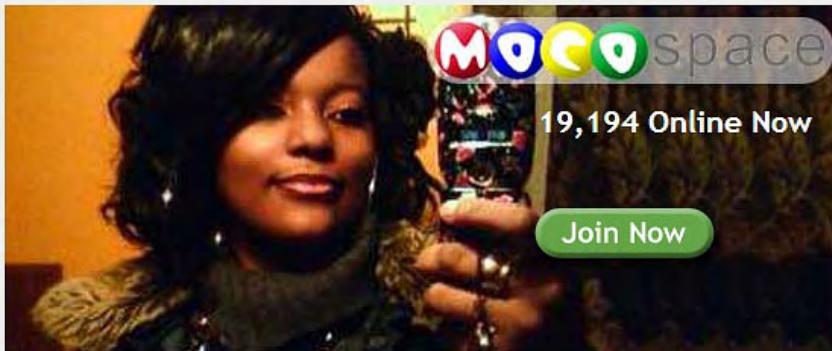
Age: 18 to 35  
 Women  Men  
Area Code:   
**Search**

**Try Moco on Your Phone**

- Browse [mocospace.com](http://mocospace.com) on your phone
- OR
- Text MOCO to 44636







\*US & Canada only, standard text messaging rates or other fees may apply



**Join Now**

Online Now (19,194) | Girls Online | Guys Online | Featured Artists

 kingsolo313 M, 23	 butterfly9999 F, 18	 krisstoff77 M, 30	 primetime89 M, 18
---	--	--	--

[More](#)

**3,914 Chatting Now**

Gothic Party 40's Latinos Newbies East Coast Rock South Sports  
**Singles Romance 20's Hip Hop Punk West Coast Emo 30's**

# Mobile-Products



CLICK2PLAY VIDEOS ▶ DAILY BEAUTY FLASH ▶ LOOK OF THE DAY ▶

OSCAR STYLE See top fashion & beauty trends ▶

## InStyle

PARTIES ▼

CELEBRITIES ▼

TRENDS ▼

NEW SHOPPING ▼

VIDEO ▼

Search

## InStyle Mobile

E-MAIL

### Your Personal Stylist

In Style's new mobile-phone application is your on-the-go style news and shopping companion. Each day, wherever you happen to be, InStyle Mobile brings you new celebrity photos, the latest information about must-have fashion and beauty trends, and where-to-buy details, plus:

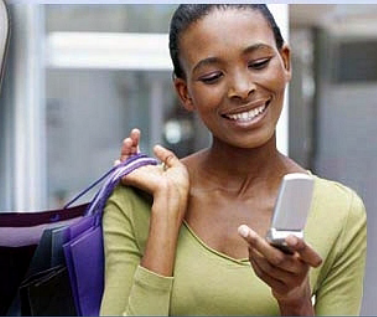
- Coverage of the hottest parties
- Beauty Buzz
- Look of the Day
- Deals & Steals
- Hot Finds
- Transformation

• Hot Finds

• Transformation

Get InStyle Mobile  
[View Demo](#)

produced by  
**limeLife**



### InStyle Mobile Exclusives



#### Star Hair

Choose a face shape that best matches your own and then try on star hairstyles. If you find a match you like, you can save it to show your friends—or even your stylist.



#### InStyle.com Finds

Special links on the InStyle.com Web site let you send product pictures and details to your mobile phone.



#### My Style

Save individual items (or an entire look) that you love in a Photo Album or Wish List for easy reference while you're on the go.



#### Share with Friends

E-mail your favorite InStyle Mobile celebrity and product images, along with details and your own comments.

Text **STYLE** to **55433** to download today!

Standard data and text messaging charges and other charges apply

### this just in

MAR 13, 2008

**RED-CARPET LOOKS FOR LESS:** Find celeb-inspired, formal dresses for under \$400

**LOOK OF THE DAY:** Theron went for the gold at her latest premiere in a fringed Dior dress.

**STEP UP TO PETITE:** Embrace your size: Stay away from cute and sweet, and opt for sophisticated.

**ANNE HATHAWAY:** Channel Anne's look without spending a lot.

**HOT FINDS:** Whether you've got a backstage pass or a virtual second-life, there's a trendy tee for you.

Add Style News to:  
[My AOL](#) | [My Yahoo!](#) | [My MSN](#) | [Google](#)

ADVERTISEMENT

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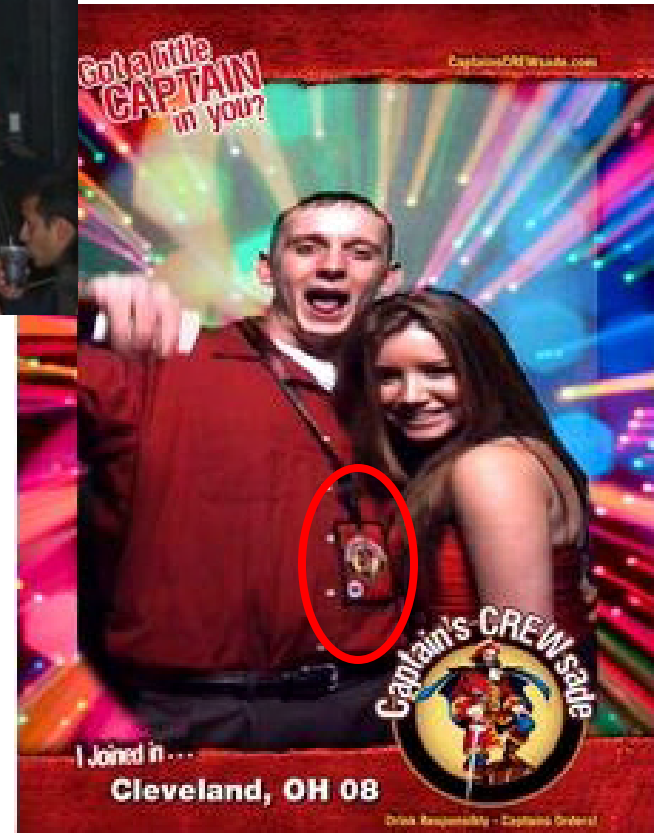
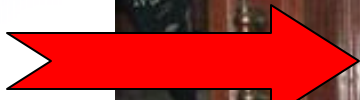
**HOT FINDS:** Whether you've got a backstage pass or a virtual second-life, there's a trendy tee for

InStyle

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Get InStyle.com celebrity and party news instantly

# Mobile-Dating



## US Mobile Phone Users Who Use Text Messaging to Communicate with Their Date or Significant Other, 2005-2007 (% of respondents)



Source: International Communications Research for AT&T Wireless (formerly Cingular), February 2007

# Mobile-Coupons



## Free Drink

Text **CLUB** to **95495**



Join our VIP Club now &  
your next drink is **FREE!**

Plus, get future special deals & event  
info sent to your cell phone. Join now!

# Mobile-Info Pull



# Mobile-Games



**EA mobile** SELECT YOUR COUNTRY USA PRODUCT SEARCH MOBILE SUPPORT

PUZZLE & STRATEGY CARD & CASINO ACTION SPORTS LEISURE SPORTS EXTRAS

Find games for your mobile phone. [Get Started!](#)

Where Games Go Mobile

**MONOPOLY**  
Here & Now

Build a real estate empire on your phone! Play MONOPOLY Here & Now, the world popular board game - updated with a modern twist.

INFO BUY NOW!

**WHAT'S HOT**

**THE SIMPSONS**  
MINUTES TO MELTDOWN

1 2 3 4 5 6 7 8 9 10

**MOBILE FAVORITES**

- 1 Tetris
- 2 Bejeweled
- 3 [The Simpsons: Minutes to Meltdown](#)
- 4 [SimCity Societies](#)
- 5 [Need For Speed ProStreet](#)
- 6 [Orcs & Elves II](#)
- 7 [The Sims DJ](#)
- 8 [Tetris Blockout](#)
- 9 [NBA LIVE 08](#)
- 10 [SCRABBLE](#)

[GAMES FOR YOUR PHONE >>](#)

**GAME FINDER**  
GAMES FOR YOUR PHONE

- 1 SELECT YOUR CARRIER  
Select one
- 2 SELECT YOUR PHONE
- 3 SELECT YOUR GAME

**GET STARTED**

SELECT YOUR CARRIER ABOVE

**Rob Big** Complete Seasons 1 & 2 **UNCENSORED**  
ON DVD NOW

# Mobile-Subscriptions



**take the weather WITH YOU**

weather.com available here

**Go to weather.com on your phone. It's fast! It's free!\***

All you need is a mobile phone with Wireless Internet capability to access severe weather warnings, forecasts and radar maps for your city, and thousands of cities worldwide. It's weather anytime, anywhere from the leader in *Wireless Weather*®

[Preview Mobile Web](#) [Send a link to your phone](#)

\* Wireless Internet charges may apply. Check with wireless carrier for details.

## More Mobile Weather Products

- ▶ Download
- ▶ Video
- ▶ Text Messaging
- ▶ PDA Applications
- ▶ Ringtones



## Products By Mobile Service Provider

Please choose a service provider below.

Select your carrier  Don't see your provider?

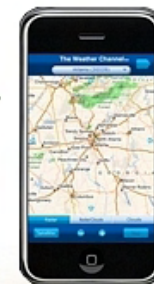


## ready for MORE?

Get animated maps, hourly conditions and more with The Weather Channel download. Just send a text message with the word "Buy" to 72327 (RADAR) for easy access.

## iPhone Widget

Access The Weather- Channel application FREE from your iPhone. Go to [weather.com/iphone](http://weather.com/iphone) from your iPhone browser. Get maps, severe weather, hourly forecasts and more.



Check out our new [Mobile Education Center](#).



# Mobile-Donations



National Football League and United Way



Home

Text to Give

Your Huddle

Youth Fitness Programs

Hometown Huddles

Tips for Kids

Ideas For Parents

Give

Volunteer

## Text to Give

While global brands will use the most expensive ad time in the world to promote their products, during this year's Super Bowl history was made as United Way, through its partnership with the NFL, launched a first of its kind mobile donation campaign allowing viewers to donate instantly by sending a text message from their mobile phones.

Through an unprecedented partnership of United Way, NFL, United eWay and Mobile Accord a minimum of \$4.50 for every \$5.00 donation sent via text message will go directly to support United Way youth fitness efforts across the country.

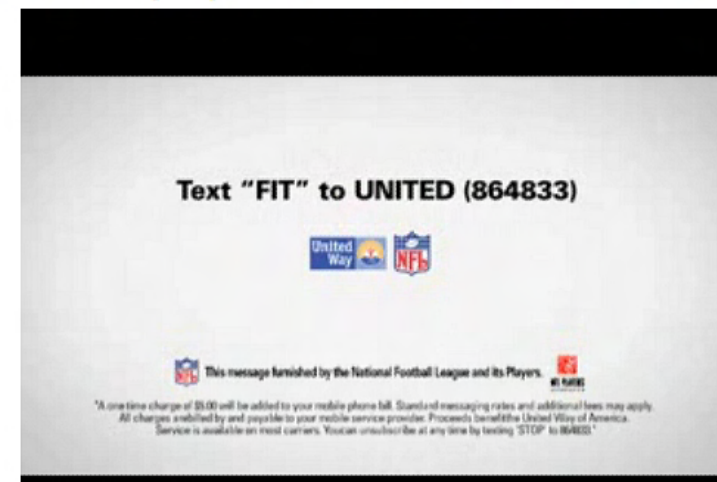
Nonprofits in many other countries have been collecting money through their American counterparts have the chance to benefit from this new channel.

TO MAKE A DONATION TEXT FIT TO 864833



unitedway.org

## United Way Super Bowl XLII Mobile Donation Commercial



# Mobile-Commerce



Sign Up | Log In | Help | Security Center  Search

## PayPal

Home | Personal | Business | Products & Services

Get Started | Send Money | Request Money | Financial Products | eBay | Developers

### Mobile

- Overview
- Check balance
- Send and request money
- Buy stuff

### Resources

- What's Cool
- Ways to use
- FAQs
- Advanced features
- Claim a payment

### Top questions

- What do I need to get started?
- Is it safe to use?
- Is it free?
- More Questions

## Put PayPal in the palm of your hand

Check Balance | Send money | Buy stuff

### Try PayPal Mobile today!

Text home to 729725 (PAYPAL), and we'll send you a link to our mobile website.\*

If you have trouble following the link, just type [mobile.paypal.com](http://mobile.paypal.com) into your phone's browser.

### Talk back

How can we make PayPal Mobile even better? [Tell us](#) what you think.

\*Although we don't charge you to check your balance, send money, or buy things, your wireless carrier may charge for voice, messaging, or data usage. Check with your carrier for details.



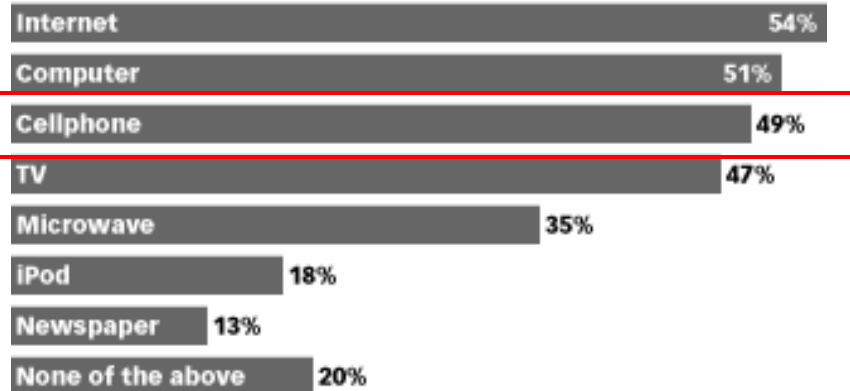
# Who's Doing It & Why



# Who's Doing It?



## Select Media and Technologies without which US Teen and Young Adult Consumers Could Not Live, April 2007 (% of respondents)



Note: n=1,280 ages 13-24  
Source: MTV Networks and Associated Press (AP), "Youth Happiness Study" conducted by Knowledge Networks, August 20, 2007

086673

www.eMarketer.com

## Select Content Features on Mobile Phones of US Adult Mobile Phone Users, by Age, July 2007 (% of respondents in each group)

	Text messaging	Ringtones	Camera	Mobile Internet	Video
Generation Y (18-24)	86%	76%	70%	51%	18%
Generation X (25-44)	82%	63%	57%	47%	14%
Younger Boomers (45-54)	75%	54%	52%	39%	10%
Older Boomers (55-64)	68%	49%	49%	32%	7%

Source: InsightExpress, "Mobile A&U Research Results" provided to eMarketer, September 18, 2007

087543

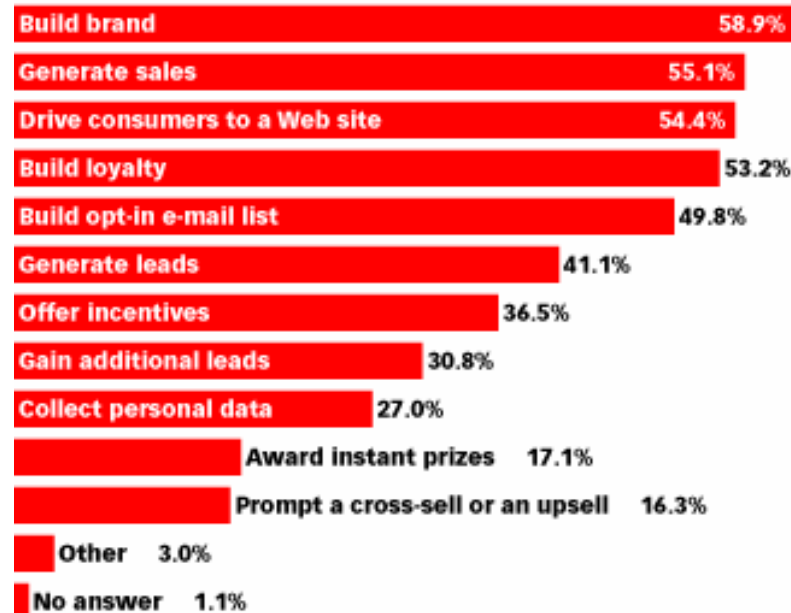
www.eMarketer.com

$\frac{3}{4}$  all cell users  
have text  
messaging

# Why It's Used



## Reasons that US Marketers Use Online/Mobile Marketing Campaigns, February-March 2007 (% of respondents)

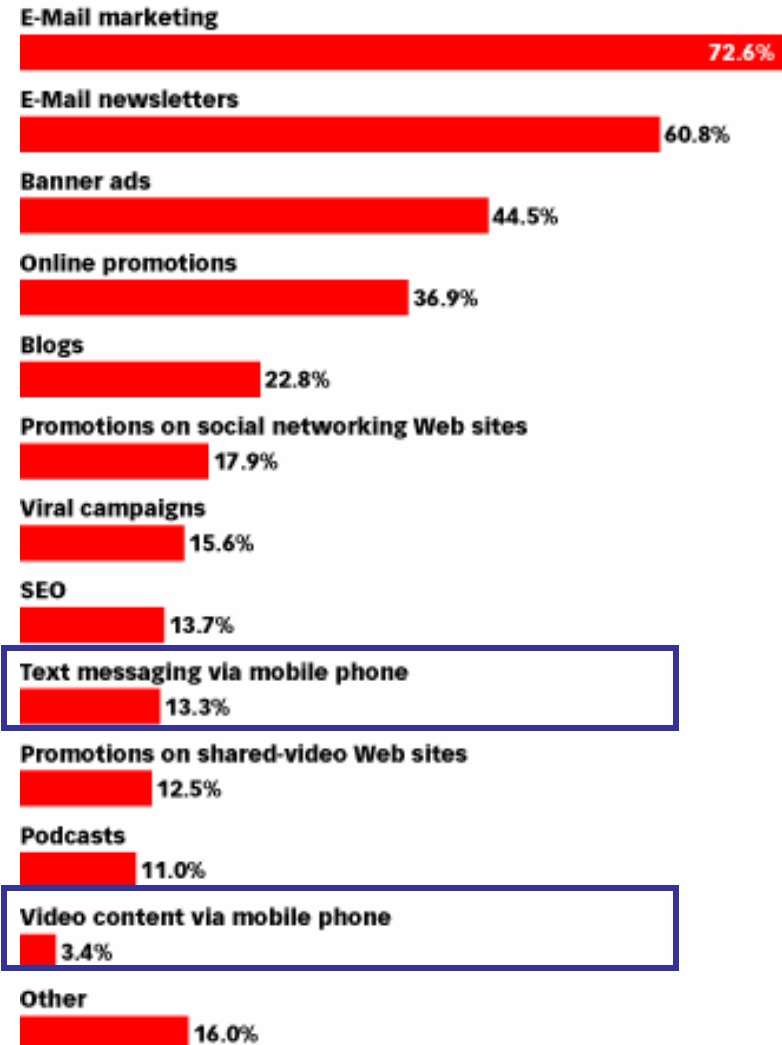


Source: Penton Media Custom Research, "2007 Interactive Marketer Trends Study" commissioned by PROMO Magazine, May 3, 2007

083691

www.eMarketer.com

## Online/Mobile Marketing Tactics Used by US Marketers, February-March 2007 (% of respondents)



Source: Penton Media Custom Research, "2007 Interactive Marketer Trends Study" commissioned by PROMO Magazine, May 2, 2007



# Case Studies



# Powderhorn Resort



## “Get a Deal/Powder Alerts” (Dec 8, 2006-March 8, 2007)

Users could sign up to receive real time alerts of new fresh powder or last minute deals. Users would text the keyword ‘DEALS’ to the short code of 95495 to sign-on to the list.

**36% Redemption rate**

Save \$18+  
on tickets,  
text 'DEALS'  
to 95495

**POWDERHORN**  
*Resort*

# Wachusett Mtn



**“Score a 2 for 1 Ticket”**  
(Nov 14, 2008-Dec 24, 2008)

Users could sign up to receive a discounted early season lift ticket. Users would text the keyword ‘SKIWA’ to the short code of 95495 to immediately get the redemption offer on their phone.

**35% Redemption rate**

**Score a 2 for 1  
early-season LIFT TICKET  
(through Dec. 24)  
text SKIWA  
to 95495**

**WACHUSETT  
MOUNTAIN**  
[www.wachusett.com](http://www.wachusett.com)



# McDonalds



## “House of Blues Concert Series” (Summer 2005)

- 50 million Big Mac boxes
- 40% texted in
- 3% increase in Big Mac Sales



# University of South Florida



## “MoBull Messenger” (On-going)

- 9,000 students actively use the system
- Get campus updates
  - Class schedules
  - Closings
  - Alerts
  - Event updates
- Discounts from local retailers, restaurants, night clubs, sporting events, etc
  - 10% response (costs about .10 per message & 1/10 students become customers!

**USF** UNIVERSITY OF SOUTH FLORIDA

REGISTER NOW

» Rave

Home Features FAQ Contact Us

ALREADY REGISTERED? LOG IN

## MoBull Plus

» Bringing Rave to USF

TEST SUPPORT

» **BE FIRST GET MoBull**

» **FACULTY AND STAFF**

**CLICK HERE TO REGISTER.**

» **WHAT'S NEW THIS WEEK ON MoBull PLUS:**

- Blackboard TXT Messages alerts
- School closing and emergency TXT
- Tampa Events and Movies
- Sports scores on your favorite teams
- Directories for faculty and friends

Click here to learn more...

MoBull Plus is FREE and keeps you connected to what's happening at USF

- Surprised by a quiz in history?
- Came to class only to find it was cancelled?
- Practice move and you were the last to know?
- Missed out on the 2-for-1 pizza special?

Eliminate these problems...simply select the information you want and it becomes a channel on your phone.

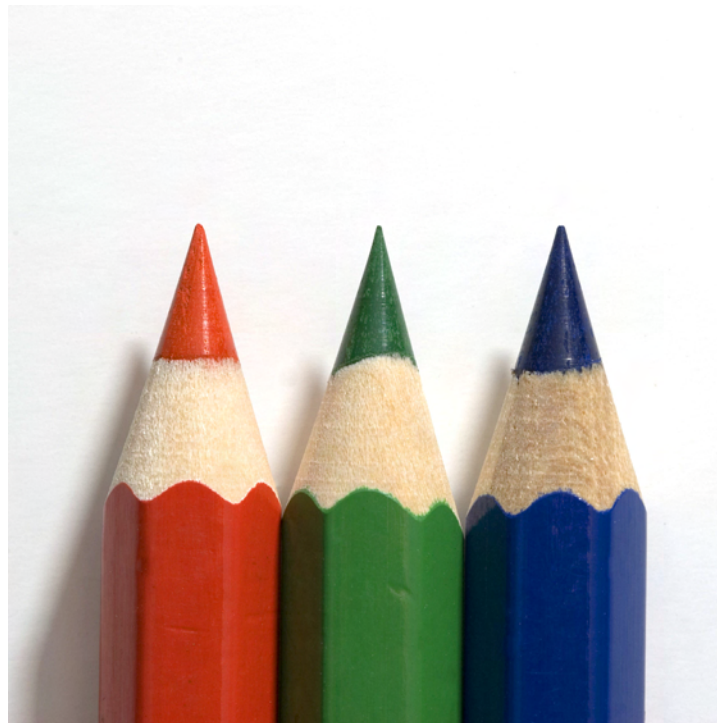
Get Emergency text messages from your school delivered directly to your mobile phone anytime, anywhere.

Alert

# Exercise



## 60 Second Text Promotion





# Getting Started

# Business Impact



## Pros

Fast & easy

Get's thru clutter

“Green” coupons,  
incentives, contests

Measurable

Flexible & responsive

Turn-key solutions

## Cons

Still in infancy

Privacy concerns

Creating business model

Quickly evolving industry

Hard to budget

“Text” challenged

# Advanced: In-House



## 1. Apply and get a short code.

Short codes are available at [www.usshortcodes.com](http://www.usshortcodes.com). They range from \$500 - \$1,000 a month.

## 2. Set up the mobile servers & marketing platform.

You need special servers to be able to handle the mobile platform. Then, contact every cell phone provider to activate your code & make sure you have configured it to their specifications (3-12 months). Servers can range from \$1000 to \$5000 depending on the volume.

## 3. Compliance to rules and regs.

You also need to make sure you have completely followed the Mobile Marketing Association rules and regulations or you run the chance of being added to a “spam” list.

<http://www.mmaglobal.com/>

**Check CSC Availability**

**Search for Your CSC**

**Search**

Favorite Name or Number  
(5 or 6 characters)  
You can use letters, numbers or any combination as well as up to two wild cards (\*) anywhere in your search.

---

**Available Cool Words**

---

**Easy to Remember Numbers**

6 digits  5 digits **Search**

# Turn Key: Outsource



## Taken Care of:

- Getting the short code
- Sending platform
- Built-in regulations & reporting
- Database/list management
- Campaign ideas & suggestions
- Approval from cell providers
- Regular maintenance
- Spam free service
- One monthly fee that starts around \$89

## 1. Choose a Keyword

for your business

Register a Keyword

Search for available keywords  
Keyword

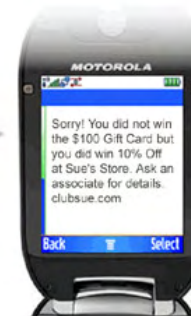
## 2. Build Your List

Promote your keyword

- in-store signs
- sales Receipts
- pins & banners
- print, radio, & TV Ads

Customer sends keyword  
and receives your response

Customer redeems offer  
or coupon



## 3. Use Your List



to send future promotions and draw customers to your establishment

## 4. See Results

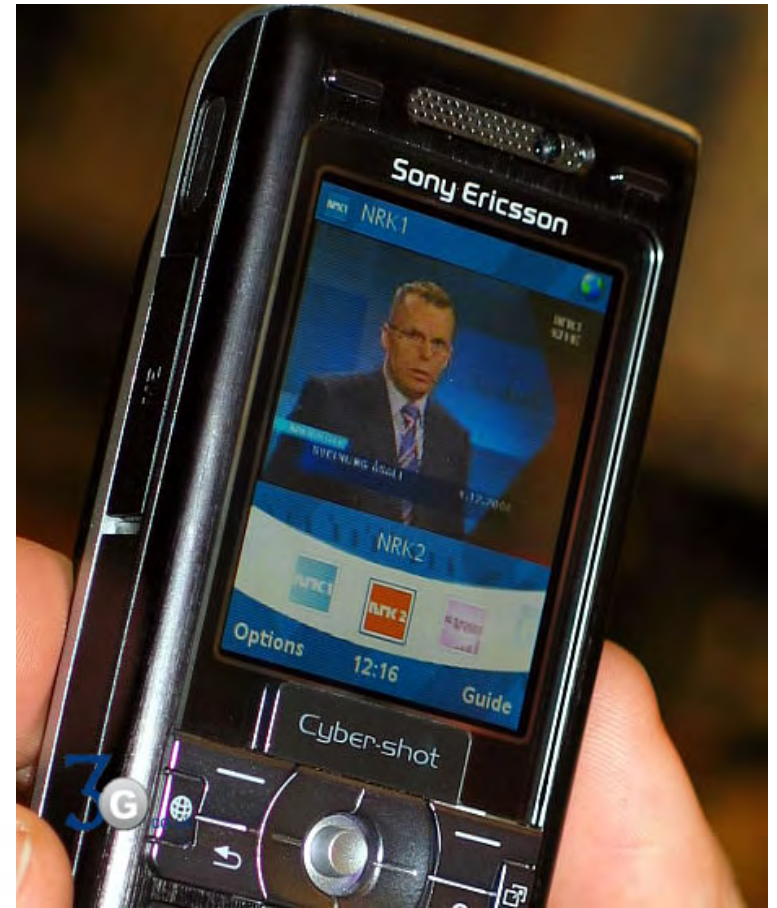
instantly from your web based management area.

- Who subscribed
- When they subscribed





# Putting It All Together





# Where To Go From Here



- KISS
- Ask for permission
- Create a compelling offer
- Every phone is different
- Make it viral
- Piggy back on traditional marketing
- Track results
- Allocate enough set-up time
- Set aside enough budget
- Perfect your pitch

# Resources



Short Codes [www.usshortcodes.com](http://www.usshortcodes.com).

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

nxtConcepts Mobile Service [www.myMobileGuides.com](http://www.myMobileGuides.com) or  
[www.myMobileGuides.mobi](http://www.myMobileGuides.mobi)  
from your cell phone

Mobile Web Best Practices [www.w3.org/TR/2006/CR-mobile-bp-20060627/](http://www.w3.org/TR/2006/CR-mobile-bp-20060627/)

SMS Language Glossary [http://en.wikipedia.org/wiki/SMS\\_language](http://en.wikipedia.org/wiki/SMS_language)

Mobile Phone Online Emulator <http://mtld.mobi/emulator.php>

# Thank you!



**Samantha Rufo**  
**sam@nxtConcepts.com**



Download the presentation online  
<http://www.myMarketingGuide.com>

**What did you think of the presentation?**  
Text **HEROES** to **95495** for a short poll.