



Mobile Marketing Guide

EFFECTIVE SMS CAMPAIGNS
THAT ENGAGE AND CONVERT



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EXECUTIVE SUMMARY

Marketers have been discussing a mobile first approach since 2009¹ as consumers began shifting from desktops to smartphones. Responsive design made it easy for marketers to ensure a good customer experience no matter what device they used and mCommerce exploded, growing 39.1% in 2016².

mCommerce year-over-year growth continues to outpace eCommerce, which grew 15.6% in 2016 to \$394.86 billion in the United States³. Mobile sales grew to \$123.12 billion, accounting for 2.6% of total retail sales in 2016.

US RETAIL MCOMMERCE SALES, 2014 — 2020

	2014	2015	2016	2017	2018	2019	2020
Retail mcommerce sales (billions)	\$56.67	\$88.53	\$123.13	\$151.11	\$178.27	\$208.58	\$242.08
—% change	35.9%	56.2%	39.1%	22.7%	18.0%	17.0%	16.1%
—% of retail ecommerce sales	19.0%	26.0%	32.0%	35.0%	37.0%	39.0%	41.0%
—% of total retail sales	1.2%	1.9%	2.6%	3.0%	3.5%	4.0%	4.5%

Note: includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; includes sales on tablets; excludes travel and event ticket sales

Source: eMarketer, Feb 2016

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www.eMarketer.com

...marketers can take advantage of the time consumers spend with their mobile devices by engaging them in mobile messaging.

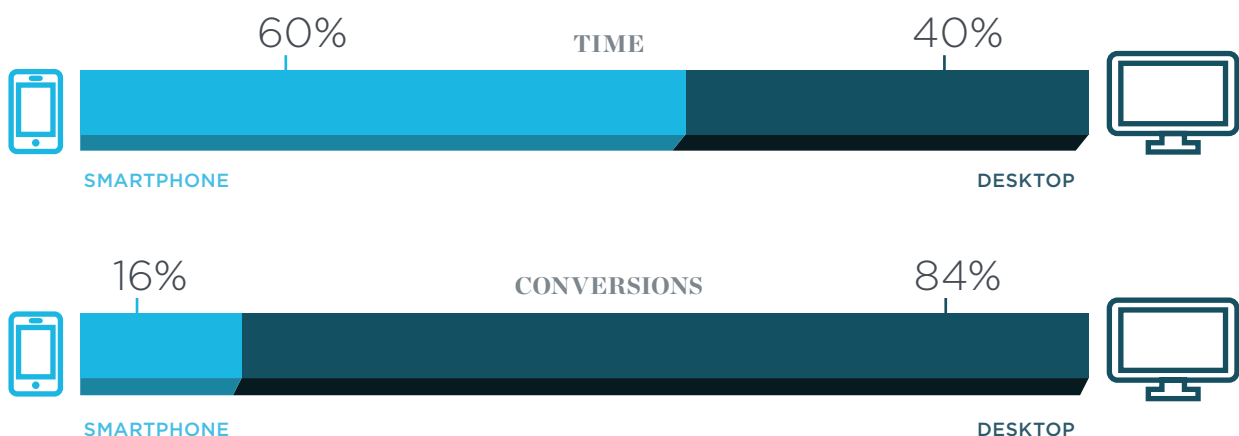
comScore found that the average American adult spends 2 hours and 51 minutes on their smartphones daily⁴ and 79% have their phones within reach 22 hours each day⁵. Mobile now accounts for 60% of online shopping time. However, only 16% of online sales take place on a smartphone⁶.

As brands focus on streamlining mobile checkout and Mobile Wallet options to increase conversions, marketers can take advantage of the time consumers spend with their mobile devices by engaging them in mobile messaging.

DAILY SMARTPHONE USAGE



TIME ON DEVICE vs. CONVERSION



MOBILE STRATEGY

Understanding where, when and how customers interact across all touchpoints will help you create a balanced, customer-centric marketing strategy that works across all channels. Your mobile strategy can't be thought of as an add-on or stand-alone campaign. The experience must be consistent and seamless for customers.

Mobile messaging and email marketing are powerful when used together appropriately; but both channels have their own guidelines and best practices for messaging, context, cadence and regulations that must be followed.

This guide provides insights into how you can get started with mobile messaging, types of campaigns you can send and some best practices to follow. It's important to note that mobile regulations are constantly changing, so be sure to work with a company like Listrak who can keep your campaigns up-to-date.

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MOBILE TERMINOLOGY

SMS

Content made up of text or links only that is sent to or from a mobile device.

MO – MOBILE ORIGINATED

Device that originated the message.

MT – MOBILE TERMINATED

Device that terminated the message

MMS

Content made up of images, audio or videos sent to or from a mobile device.

PUSH

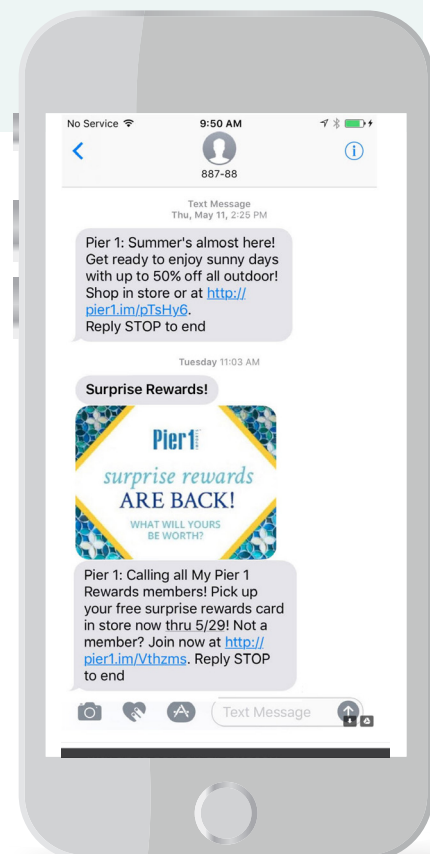
Text, images, audio or video delivered directly to a consumer's mobile device through the app's native messaging functionality.

SHORT CODE

A string of numbers (usually 5 digits) that a customer uses to text you.

KEYWORD

The words customers text you to trigger an action (subscribe, help, stop, etc)



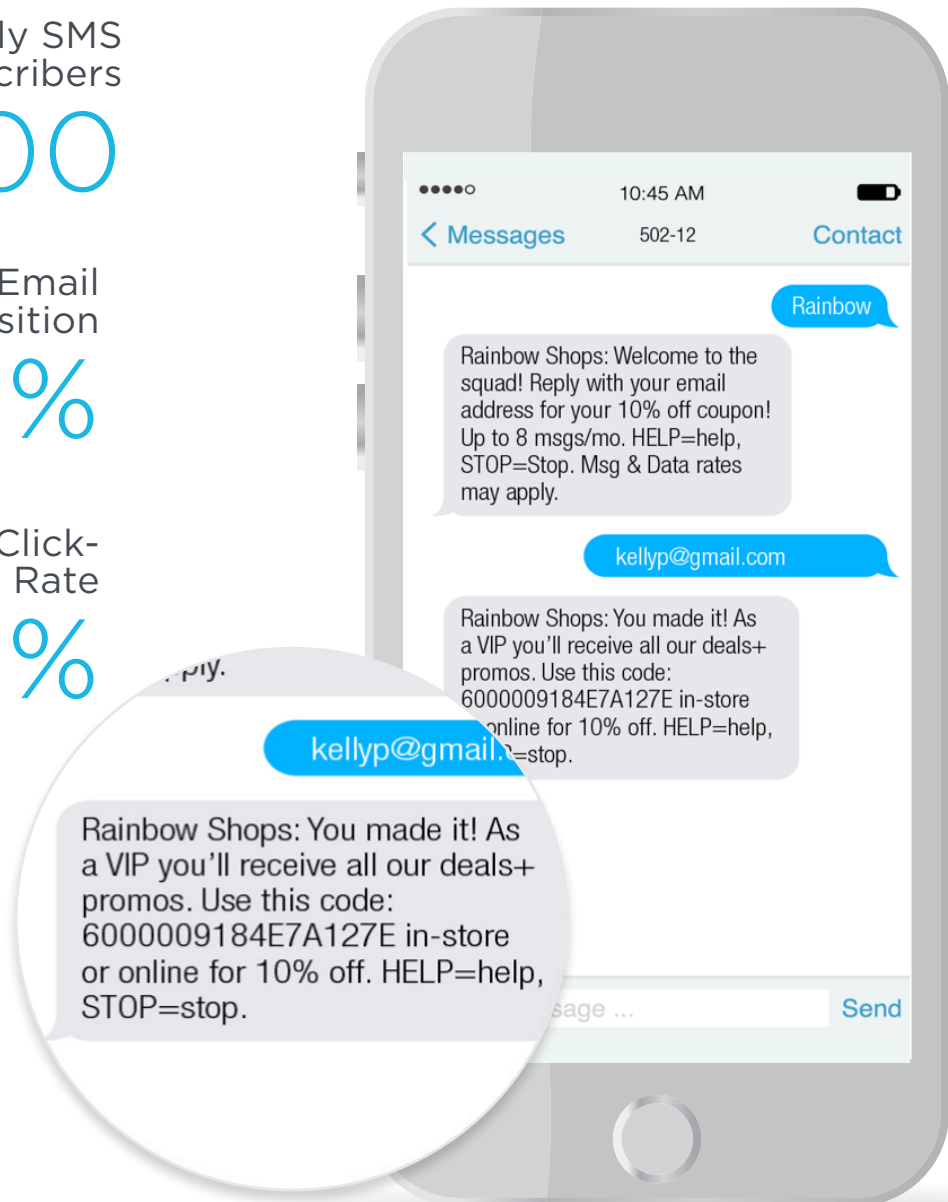
DRIVING RESULTS

Client Success | Rainbow Shops

Weekly SMS
Subscribers
25,000

Text to Join Email
Acquisition
92%

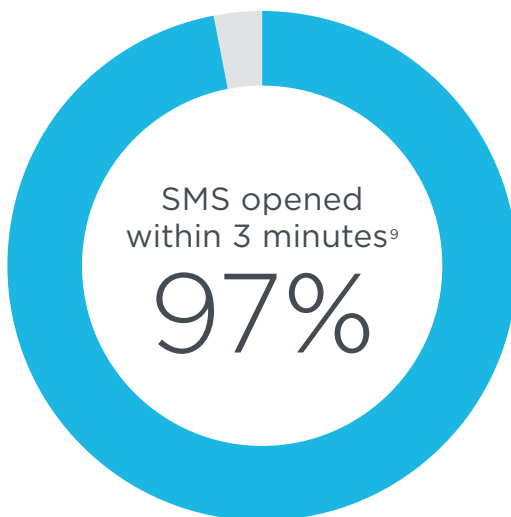
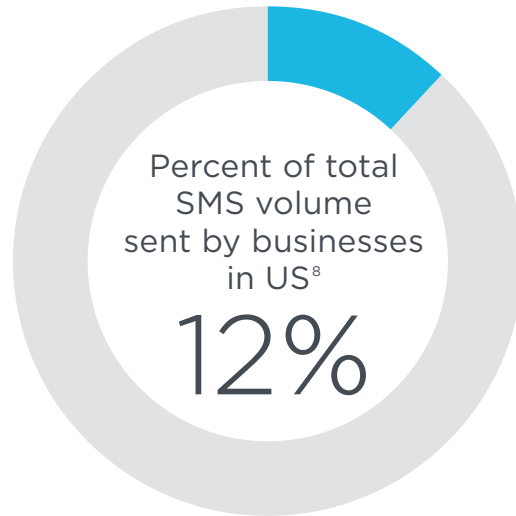
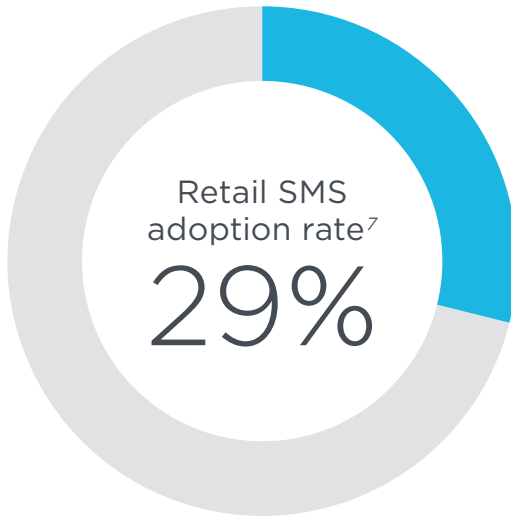
SMS Click-
Through Rate
8%



See It In Action!

➔ Text **RAINBOW to 50202** to receive copy of our Rainbow Shops case study. You'll learn how Rainbow Shops effectively uses SMS to build deeper customer relationships and drive sales.

SMS FACTS



Source: Vibes Mobile Messaging 2016 Guide

SMS coupons are **10 times** more likely to be redeemed and shared ¹¹



Reasons to SUBSCRIBE TO SMS



Incentives
or coupons

55%



Loyalty or
rewards points

52%



Exclusive content

26%



Product info
and updates

25%



Store news
and events

19%

Reasons to UNSUBSCRIBE TO SMS



Too many
messages

59%



Messages
weren't relevant

51%



Offers weren't
good enough

41%



Messages received
at wrong time

34%



Messages weren't
personalized

20%



Too few
messages

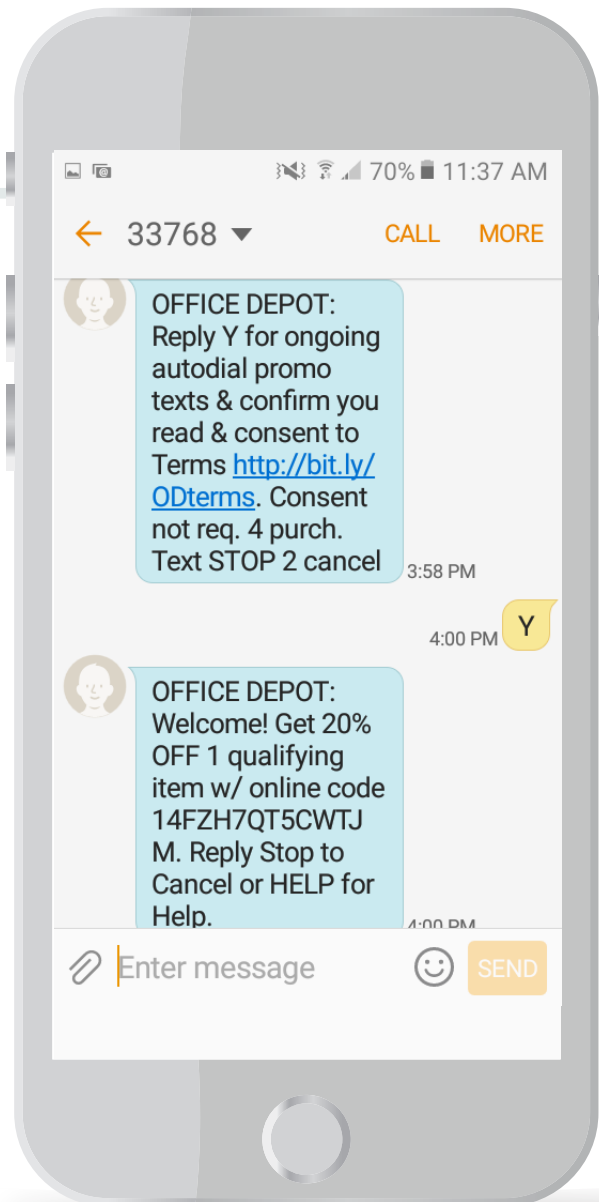
9%

WHEN TO SEND

MON	TUES	WED	THURS	FRI	SAT	SUN
LOWEST RESPONSE RATE		HIGHEST BUSINESS SMS VOLUME			400% HIGHER OPT-OUT RATES	

SMS BEST PRACTICES

- 1 Be mindful of time zones
- 2 Don't send when customers are sleeping or commuting
- 3 Avoid sending on holidays
- 4 Ideal time to send 10:00 a.m. – 8:00 p.m. local time



WHAT TO SEND



SMS CAMPAIGNS TO SEND	Immediate Flash Sales	Local Event Alerts
	New Product Releases	Reminders
	Coupons	Sweepstakes



SMS CAMPAIGNS TO AVOID	Upcoming Sales	Coupons that aren't immediately enabled
	Events taking place in the future	More than one message at a time due to message length

TYPES OF SMS CAMPAIGNS

BROADCAST

A single text message sent to a segment of or your entire customer at the same time. It can be scheduled to go out on a specific date and time, but the schedule is the same for everyone.

ONE-TO-ONE

A text message sent to a single customer triggered by his or her action, such as a subscription notification, help message or unsubscribe confirmation. Subscribers must receive SMS responses from your organization when they send a text to your short code, even if the keyword they send is incorrect.

RECURRING

Text messages that are sent automatically on a periodic basis, such as weekly or bi-monthly.

SWEEPSTAKES

Also called Text-To-Win, a sweepstakes can quickly build your list. There are strict guidelines and regulations you must follow, so be sure to work with a solutions provider like Listrak who can ensure you remain compliant.

ALERTS

Text alerts can be anything from a flash sale to a product update. They can be sent anytime as long as you remain within your total allotment of monthly messages.

LOYALTY

Focus on engaging repeat customers by offering loyalty points, rewards or other incentives.

TEXT-TO-JOIN

Quickly build your email lists through a Text-To-Join campaign, which offers your mobile subscribers the opportunity to subscribe to your email list simply by replying to the text message.

TRANSACTIONAL

Sending order, shipping or delivery confirmation via SMS puts the important transactional details directly into the hands of the consumers.

GROWING YOUR MOBILE LISTS

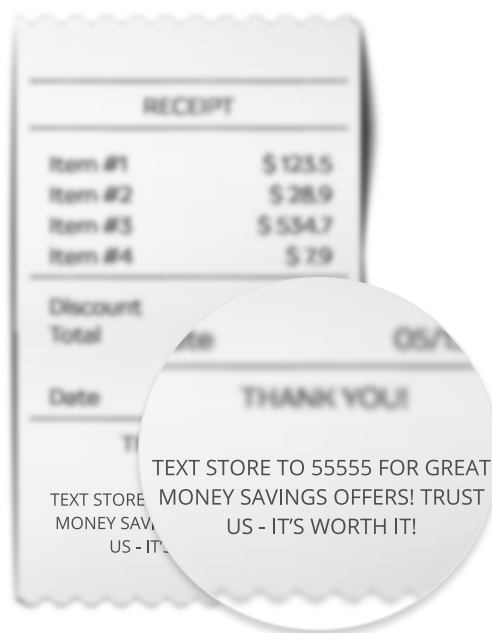
In-Store

SMS can help bridge the gap between offline and online engagement, so promote your mobile marketing program often. Signage at the point of sale, fitting rooms, window clings, endcaps and other high-traffic, strategic areas will maximize signups. But there is more you can do, such as **asking customers to subscribe** from your interactive kiosk and on your printed or eReceipts.

SIGNAGE



RECEIPT



INTERACTIVE KIOSK



SMS can help bridge the gap between offline and online engagement, so promote your mobile marketing program often.

GROWING YOUR MOBILE LISTS

On-Site

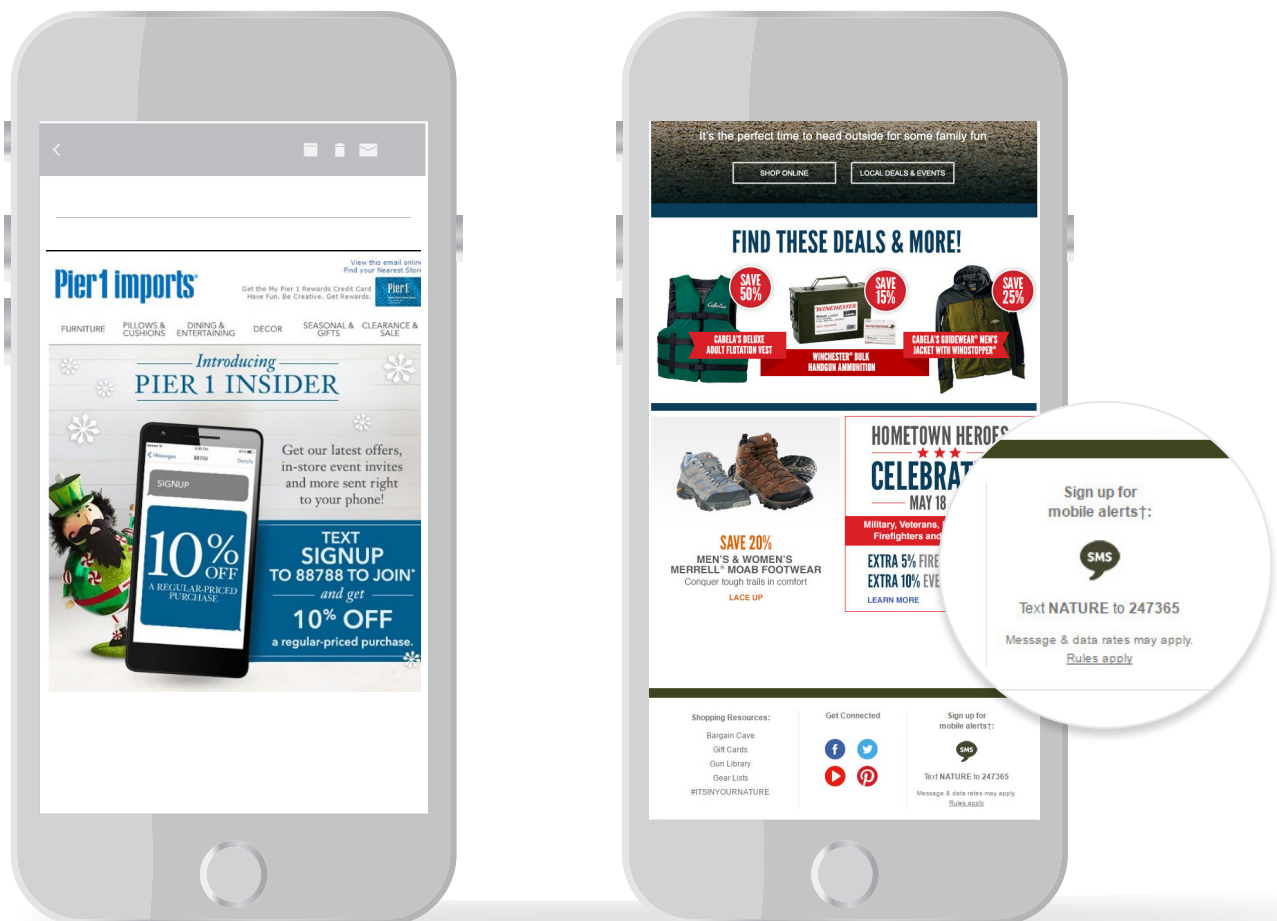
Promote your short code and keyword on your site as you would your email signup. Adding it to your pop-up, header, footer and other strategic areas of your site will help ensure visitors see the information. However, do not just ask for the mobile number on your pop-up, checkout page or other form as regulations prohibit you from automatically adding those numbers to your mobile program.



GROWING YOUR MOBILE LISTS

Email

Email and SMS programs go hand-in-hand. Using a Text-To-Join strategy in your SMS campaigns will grow your email list, as you saw in the Rainbow example earlier in this guide. But you can also use your emails to promote your SMS programs. One of the messages in your Welcome Series should be dedicated to the SMS campaign, but you can also promote it in the footer of ongoing messages.



TIPS

1

KEEP IT SHORT

SMS messages are confined to 160-characters, including the mandatory legalese.

2

BE DIRECT

Tell the subscriber what you want them to do and how to do it. Use active language.

3

CREATE URGENCY

Content and offers should be available for use immediately and should include a short expiration date.

4

BE THOUGHTFUL

Avoid using all caps and do not go overboard with the abbreviations. Follow your corporate brand standards for tone and voice.



5

BE CONSISTENT

Your emails and SMS messages should work together, they shouldn't compete. Don't send different offers in the two channels the same day.

6

DEFINE A FREQUENCY

Your first message should tell subscribers how often they'll receive messages, which is typically between 2-8 per month for businesses.

7

PROMOTE YOUR PROGRAM

Remember, it's illegal to send SMS campaigns to customers who didn't explicitly opt-in. Subscribers must take the first step of sending your keyword to your short code. Promote your program prominently.

8

USE A DEDICATED SHORT CODE

There are many risks associated with sharing a short code, including the fact the program could be fined or closed if another sender doesn't follow all of the regulations. Learn more about the benefits of a dedicated short code in our blog post [*"Mobile Marketing: What You Need to Know about Short Codes"*](#)



REGULATIONS

SMS is highly regulated and each carrier can have its own rules. If you don't remain compliant, you will be fined and your program can be shut down. Regulations are constantly changing and being updated so it is important to work with a solutions provider that will help you stay up-to-date. Below are just some of the common regulations you must follow. Visit the CTIA – The Wireless Association for more details.

OPT-IN

Recipients need to consent to receiving marketing communication before you start sending marketing messages to them. The opt-in must come from: a phone number entered online, a button click on a mobile webpage, a MO message containing a keyword, a signup at the point of sale, or over the phone using interactive VR technology.

OPT-OUT

Each marketing SMS must contain an opt-out option, such as STOP, END, or CANCEL to stop. Two-way numbers are mandatory to ensure people can unsubscribe.

UNSOLICITED MESSAGES

Messages delivered without prior express consent from the user or account holder or messages sent after a user has opted out are prohibited.

CTA

Display clear calls-to-action. All programs must display a clear call-to-action. Customers must be made aware of what exactly they are signing up to receive.

CUSTOMER CARE

Programs must always respond to customer care requests. At a minimum, the HELP keyword must return the program name and further information about how to contact service providers. Short code programs should promote customer care contact instructions at program opt-in and at regular intervals in content or service messages, at least once per month.

CONTEXT

No component of program advertising or messaging may be deceptive about the underlying program's functionality, features, or content. All disclosures present in pre-purchase calls-to-action, advertisements, terms and conditions, and messages must remain clear and consistent throughout the user experience.

CONTENT

All content must promote a positive user experience. Programs may not promote unapproved or illicit content, including the following: violence, adult or otherwise inappropriate content, profanity or hate speech, and endorsement of illegal or illicit drugs.



CONCLUSION

Engaging your audience in SMS messages will build customer loyalty and drive sales when added to your cross-channel digital marketing strategy. However, it's important that you present a consistent experience as consumers move between channels and devices. Choosing an SMS provider that can integrate the program with email and other digital marketing data and campaigns is the only way to ensure success.

Contact Listrak to learn more. Visit www.listrak.com.



Megan Ouellet is Listrak's Director of Content Marketing. With over a decade in the email marketing industry and a background in retail and technical marketing, Megan works closely with Listrak's strategists and account managers to share the latest trends and best practices.

SOURCES

¹ Luke Wroblewski "Mobile First" Nov. 2009

² eMarketer "Mcommerce's Rapid Growth Is Primarily Coming from Smartphones" May 2016

³ Digital Commerce 360 "US eCommerce sales grow 15.6% in 2016" Feb. 2017

⁴ comScore's "Cross Platform Future in Focus" March 2017

⁵ Adweek "79% of People 18-44 Have Their Smartphones With Them 22 Hours A Day" April 2013

⁶ Retail Dive "Desktop will dominate online transactions until mobile expedites checkout process: report" Oct. 2016

⁷ Internet Retailer "Retail Mobile Messaging Report"

⁸ APIfonica "SMS Marketing 2016" Jan. 2016

⁹ Vibes "Mobile Messaging 2016 Guide"

¹⁰ Trumpia "75% of People Prefer Receiving Ads via SMS" 2015

¹¹ Mobile Marketing Engine "What Everybody Ought to Know about Text Message Marketing"



*Listrak's digital marketing solutions help you
create personalized, seamless experiences
across all customer touchpoints and channels.*