

How to Talk to Your Advertisers About Mobile

BEFORE *the* PITCH

STEP 1

Buy-in to mobile yourself: How can your advertiser buy-in to mobile if you haven't yet?

Think of mobile's unique selling proposition: unlike other media platforms, most people have their cell phones no more than a foot away from them, 24/7—it's personal and it's always on.

TIP: Participate in mobile campaigns you see in the marketplace and sign up for mobile alert lists from competing brands to understand how they engage with and deliver value to consumers.

STEP 2

Prepare for common questions and objections that are likely to come up during your pitch.

OBJECTION:

That's for sexy brands. We're doing just fine with the tools we've got, thanks.

- Make the advertiser aware that mobile marketing is an emerging best practice that is essential to communicate in today's technology dominated world.
- According to Forrester research, **75%** of all marketers intend to add mobile to their marketing mix in 2010.
- Response rate for SMS is **8.2%**, compared to **1.7%** for email and **3.4%** for direct mail.¹

OBJECTION:

I already use social media, don't need mobile.

- These two channels are not substitutes for one another.
- Social media should be used to increase participation and familiarity with mobile. A robust social media strategy should include mobile, and vice versa.
- You can leverage both social platforms and mobile databases to promote products and services to very targeted niches.
- Remember: SMS specifically targets a consumer's mobile phone—a device they never leave home without. While most people check their social media pages a couple of times a day, by not incorporating SMS, you are leaving an opportunity on the table that allows you to reach an audience in their pocket, 24/7.

OBJECTION:

I don't know what kind of ROI to expect from this program.

- Explain that ROI can come in a variety of ways: from connections between people and brands, inbound links driving web traffic, mobile offers to influence purchase behavior, or early access to important information.

- It's important to understand what your campaign is trying to accomplish from a business perspective and confirm those specific goals in order to create the most impactful mobile campaign for your advertiser.

OBJECTION:

Traditional media audiences are still bigger. We'll do new stuff when they do.

- 5.6 billion text messages are sent each day by the roughly **292 million** wireless subscribers in the US.²
- On average, Americans spend **2.7 hours** per day socializing on their mobile device.³

OBJECTION:

I don't even know where I should start.

- Start by considering how mobile can compliment and strengthen an advertiser's current business goals and objectives.⁴
- Pitch mobile as a part of an integrated, multi-media and multi-screen strategy, rather than a stand-alone campaign.

OBJECTION:

I do QR codes...why would I do both?

- Steer the conversation back to SMS – the reach of QR codes is limited to smart phone handsets with QR-enabled reader applications. Only 6% of mobile subscribers use QR codes every month.
- Compare this to SMS enabled phones (**87%** of all phones nationally) that represent the majority of the market and don't require smart phone or mobile application technology.
- Compare the user experience between QR codes and SMS: What can QR codes deliver that SMS can't? For every QR code campaign, there is likely to be an SMS campaign that delivers the same user experience but on a much more universal and widely understood channel.

1. DMA: 2010 response rate report
2. CTIA Wireless Internet Caucus Report; October 2010
3. <http://mashable.com/2011/03/23/mobile-by-the-numbers-infographic/>
4. comScore Report: Mobile QR Codes, July 2011

How to Talk to Your Advertisers About Mobile

DURING *the* PITCH

STEP 1

Understand what an advertiser wants to accomplish overall first, then describe how mobile can help support their objective as part of the overall media buy.

STEP 2

Create test campaigns to incorporate with your sales pitch.

Bring the mobile experience to life by encouraging your advertiser to participate in a sample campaign during your pitch.

OBJECTIVE:

My advertiser wants to drive purchases.

- Deliver a mobile offer that can only be redeemed at participating advertiser locations to drive further purchases
- Present a Text-2-Win keyword exclusively on displays at participating advertiser locations
- Create a keyword scavenger hunt that will direct customer traffic

OBJECTIVE:

My advertiser wants to drive web traffic.

- Utilize the Text-2-Win entry confirmation message as a vehicle to drive participants to learn more about available services and other sweepstakes at the advertiser's website
- Offer an Info campaign to provide information on-demand and drive traffic to the advertiser's website

OBJECTIVE:

My advertiser is launching a new product or service.

- Run a month-long Text-2-Win around the release of the new product or service
- Utilize an Info campaign to provide product/service information on-demand
- Use SMS as a feedback channel for consumers to express thoughts and opinions on a product or service

OBJECTIVE:

My advertiser wants to build a mobile database.

- Leverage a Text-2-Win campaign with a high-perceived value prize to quickly build a mobile alert list
- Drive opt-ins by extending an initial mobile offer
- Retain opt-ins by delivering a varying degree of exclusive coupons and discounts

AFTER *the* CAMPAIGN *has* ENDED

STEP 1

Follow-up with the advertiser who sponsored the campaign by providing detailed insights, learnings, and trends after you analyze the campaign's promotional strategy, execution, and final results.

TIP: Work with your Vibes Account Manager to help draw insights from the campaign's performance and understand where the campaign could have been improved. Take this information into consideration and use it as a benchmark when creating future mobile pitches.



66.8%

of all wireless users
are SMS customers



25.4%

of the total mobile
audience use non-peer
to peer SMS

RESPONSE RATE



E-MAIL



DIRECT
MAIL



SMS

Mobile Texting Rates and Packages

BUNDLED PACKAGE:

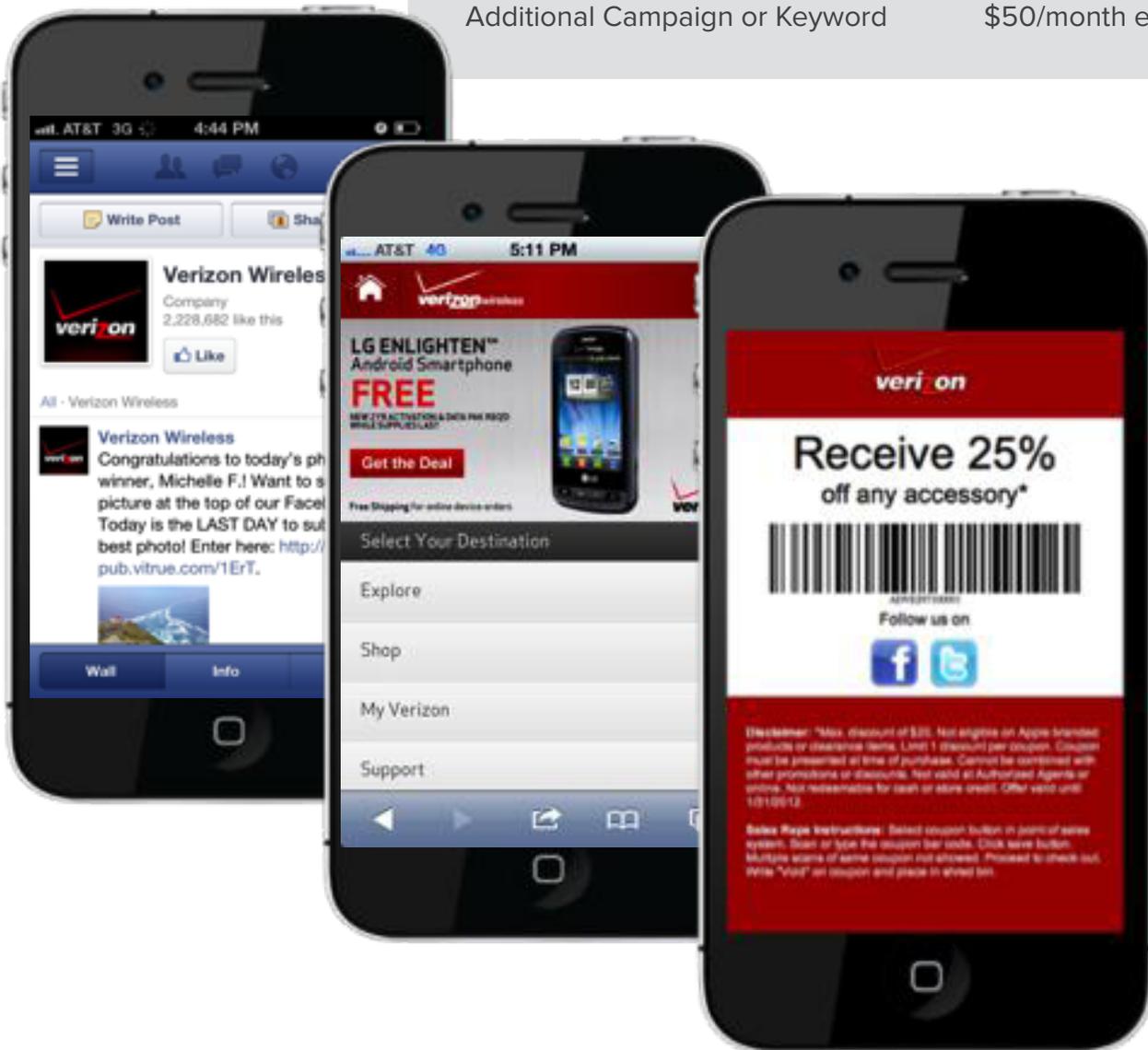
50k Impressions StarNewsOnline.com ROS	\$500/month
25k Impressions m.starnews.com ROS	\$325/month
Unlimited Text Service & Keyword	\$200/month
Total Monthly:	\$1,025/month

PRICE:

A LA CARTE:

Unlimited SMS Service & Keyword	\$250/month
Additional Campaign or Keyword	\$50/month each

PRICE:



For more information call 910-343-2342 or email Advertising@StarNewsOnline.com.