



DIGITAL

marketers

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SMS leads the way *for new-age Marketers*

It's been more than 15 years since SMS or 'Short Message Service' came into our lives. Over the years it has become a part of an average Indian's life. The rise in the use of mobile phones and the ease of usage has made SMS one of the most preferred modes of contact. According to TRAI reports in 2009, an average Indian sends 29 SMS per month. The number of messages received is much higher. Indians use SMS not just to keep in touch with friends. It is widely used to check bank balances, mobile bills, status of train and flight tickets etc. Over the last couple of years, SMS marketing also has shown tremendous growth.

SMS Marketing in India

With mobile users increasing by the day, it's no surprise to see that SMS marketing is on the way up in India. Marketing had already become portable with email marketing. But SMS marketing has helped redefine marketing. Apart from making it truly portable, it has made marketing personal in the true sense. New-age marketers in India have completely warmed up to this mode of marketing. As per the surveys and studies, SMS marketing is the way to go in India.



SMS is an effective marketing tool, showing conversion rates much higher than other conventional mediums i.e. TV/Radio etc. 1 in 3 urban Indian has acted in some manner over the SMS i.e. forwarding to others or enquiring about it.

How SMS marketing works?

The genetic makeup of SMS marketing is the same as any other marketing medium. Audiences must be defined, targets set, campaign tactics decided and the plan must be implemented effectively. Here, only the campaign tactics and the mode change a bit.

SMS Strategy and Planning

Before getting started with your SMS campaigns, ask these questions:

1. What are your goals? Lead Generation/Brand Building
2. Do you want to integrate SMS marketing with the rest of your marketing mix?
3. Would you like your SMS marketing campaign to be stand- alone?
4. What data do you require to start SMS marketing? (opt-in customers, numbers, interests etc)
5. How will you set goals?
6. How will you measure the campaigns?
7. Do you have the right technology and the right partner to go ahead with SMS marketing?

Once you have the solutions for these questions, you can go ahead with your SMS marketing campaigns.



SMS Campaigns

Marketers engage in SMS marketing with the same reason as in any other marketing medium- To earn leads and build their brands. However, depending on their immediate goals, SMS campaigns are segmented further.

Opt-in SMS campaigns

Opt-in campaigns are rolled out to gain permission and build an opt-in list for your SMS campaigns. Once the customers opt-in for your SMS campaigns, you can encourage them to opt-in for your email campaigns.

Alert Campaigns

The alert campaigns can be used for transactional or marketing purposes. These campaigns are meant to provide instant information to your prospects.

Promotional Campaigns

Promotional campaigns are used to promote new products, offers, events etc. These offers will drive more traffic to your online or offline stores. You can also have direct sales offers over the phone.

Data Capture

Such campaigns are rolled out to capture data like the personal interests and purchase behavior of your target audience.

Game/Contests

Indian audiences like to take part in interesting contests and games. This is a great option to build your brand. You can also use the campaigns to collect more data about your prospects.

SMS, as an advertising medium, has an interaction rate of around 5%

A quarter of urban Indians have participated in some sort of SMS contest, a valuable tool for getting consumers involved with products/services

Companies offering downloads for ringtones / wallpapers / games use SMS as a marketing tool a lot more frequently. 37% of urban Indians have received a SMS offering such products, followed by entertainment / media companies i.e. movies, music etc, garnering a 36% recall rate.

8% of the urban Indians, approx 22 million have seen an ad in a SMS they have received, while 65% of those who have seen have also read the advertisement message.

26% of urban Indians have participated in an SMS contest

Simple and Easy Steps to Get Started

- ◉ Create an SMS marketing plan with all the goals and objectives
- ◉ Try to integrate mobile marketing to your existing marketing mix
- ◉ If you want stand-alone campaigns, create a plan in such a way
- ◉ Review your data and see if something is lacking
- ◉ Identify a partner who can help you with the right data and the right technology
- ◉ Define your metrics and a way to analyze your success

Getting Started with DigitalMarketers

We have the experience, expertise, the right technology and the right data to help you with your SMS marketing efforts. Together, we can:

- ◉ Build the right SMS strategy for your business
- ◉ Make sure that you follow the best SMS marketing practices
- ◉ Create targeted database to reach your best prospects
- ◉ Create campaigns with the right punch
- ◉ Launch and manage SMS campaigns
- ◉ Track and analyze each message
- ◉ Create detailed reports and make changes if necessary
- ◉ Ensure your marketing success

Don't wait for your prospects to find you. Find them and contact them with personalized SMS campaigns.

Contact us to learn more about SMS Marketing.



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