

SMS CAMPAIGN IDEAS

1. Sales Promotion Campaigns

SMS campaigns are a great way to instantly inform your customer database of your latest sales promotion. Your audience is permanently 'switched-on', a simple text message with promotional details of an upcoming sale or special offer can be delivered directly into the palm of your customers hand.

2. Discount Voucher Campaigns

Discount vouchers have always been a popular and effective marketing tool, now discount vouchers have gone mobile. Simply send your customers a virtual voucher, which they can redeem by presenting the SMS voucher at point of sale.

Using SMS vouchers makes it very easy to evaluate the success of a campaign and calculate your ROI.

3. "VIP" Campaigns

Exclusivity sells! Building a list of 'VIP' customers using a VIP Text Club is a great way to create perceived exclusivity for promotions, and generate a buzz around an otherwise run of the mill sales promotion.

Invite your customers to an exclusive first viewing of new merchandise or a private access end of season sale. Permitting your customers to bring along a friend is a great way to expand your customer database.

4. Viral Campaigns

Good old-fashioned word-of-mouth and personal recommendation is still one of the most effective ways to increase your customer base. In mobile marketing we call it viral, but the premise still holds true, encourage your target audience to pass on your promotional SMS to others and it will increase the credibility of your message.

One of the best ways to build a viral campaign is via a competition. Competitions may feel like 'old hat' but they are still incredibly popular and effective, in fact 50% of internet and mobile users like to enter a competition at least once a month!

5. Customer Database Campaigns

Not all SMS campaigns have to be directly sales driven. You can use SMS to update or add additional information to your customer database. For example do you need geographical information for an upcoming promotion?

Send an SMS campaign to your database, request a reply with the information you require in exchange for incentive such as 10% off their next purchase. By using 2-way SMS it is possible to receive and track customer replies.

6. eMail Newsletter Promotion Campaigns

Integrating marketing channels is an important part of any successful marketing strategy. SMS can be used to improve the effectiveness of other marketing channels.

For example, you could market your eNewsletter by sending an SMS to your customer database and include a link in the body of your SMS to the online version of your newsletter. Most mobile devices these days have internet capability letting your customers access your newsletter instantly from their mobile.

7. 'Text 2 Win' Campaigns

Text 2 Win campaigns can be utilized to expand your customer database. A good example is to run an SMS competition via your website, print or radio advertising.

The target audience would enter by sending an answer to the question via SMS. For this, it pays to use an easy to remember 5 digit short code which improves response rates. At the point of entering the competition, the consumer is also asked to opt-in for future marketing messages.