



Maximize Your Media Text Messaging & Generation i

Text Tips:

- Integrate a text message call to action as a tag to traditional media
- Promote your text offers on your website
- A good offer invites viral marketing
- Don't spam your audience
- Think about purchasing your own CSC

Remember

Texting is a true permission based form of advertising. Don't turn off your best prospects. And . . . most importantly . . . develop that database for future promotions.

"They live online. They buy online. They play online. Their power is growing."¹ Looking to communicate to Generation i? Confused about why they aren't responding to your traditional media efforts? That double-thumb typing on Cell Phones, PDA's and assorted hand held devices is the preferred method of communication by Generation i - known in the online world as "Digital Natives." Get on their accepted list and you have the key to reaching this rapidly growing, new and powerful market.

Capture Digital Natives with Texting

Match the Media with the Market

With any media it is important to design your program with the most likely end user in mind. If you are targeting consumers under the age of 30 then text messaging should be an important consideration for any marketing program. Consumers over age 30—consider other methods first before using a text program. The early adopters are definitely the Gen i crowd.

So how does it work?

Text Messaging - also called SMS or Short Message Service - allows short text messages to be sent and received on mobile devices. The most common application is direct person-to-person messaging. Newer applications include interaction with automated systems for ordering products/services or participating in contests. A marketer leases a code - known as a CSC or common short code - that consists of 5-6 numbers or digits.

Always "Ask" for permission

Too many marketers make the mistake of "buying a list" of cell phone numbers for their text campaign. Send an unsolicited text and you will be blacklisted with this group. If you insist on buying a list, then use a web services that allows users to send text messages without a direct charge to the sender. We recommend that you get permission - no one likes receiving unsolicited texts - especially Generation i. They consider it to be an invasion of privacy.

Make the Offer Worthwhile

Don't waste your prospect's time with spam (they invited you). Don't send a bounce-back message saying "visit us at www.noresponse.com" - that does nothing. A bounce-back of "text for a free \$5 off coupon" insures response. Deliver an instant redeem coupon to be presented in-store to drive store traffic. Your new customer has an easy means of transporting your coupon or can forward the text thus increasing your viral marketing efforts. For more detail on texting programs, visit the MMA website.

¹Business Week. The MySpace Generation.

Contact Capstone Media for assistance with Planning/Buying and Text Messaging

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