

The Impact of SMS on the Mobile Market

SMS, or text message marketing, is basically the same as email marketing but with one key difference – you're marketing to mobile devices instead of PCs. You send your customers text messages on their phones with offers, deals, coupons and news they can use.

SMS has been around for quite a few years and even with all the advances in smartphones and mobile marketing, it's still the most effective way to reach your audience.

A Higher Response Rate

Do people like being marketed to on their phones? It's tough to say from surveys. Whenever a marketing firm asks, they get mixed responses. Some people absolutely love it and take advantage of every deal offered. Others see it as an annoying invasion of privacy and prefer to get messages to their email inbox.

The stats, though, paint a totally different picture. Response rate with mobiles is overwhelmingly higher than that of email. Conversion rates are everything from 10% to 60%, which blows email marketing away. Response is also quick, with almost all text messages being opened within the first 15 seconds of receiving them.

Why the great response? It's because people are always carrying their phones on them. They don't log in once a day and have to battle spam and junk mail to get to your message. It also feels more personal to get messages from the brands you love straight to your phone.

Location-Based Services for Even Higher Response Rate

You get an even higher response rate with location-based marketing. This means using the device's built-in GPS capabilities to make offers. When your customer enters a certain 'zone' defined by you, they get a message offering them a deal. You can tie in your mobile marketing with deals at offline stores.

This works so well because it's just what your customer's looking for at just the right

time. In other words, it's a marketer's dream come true. They're looking for a place to buy shoes and the minute they step into the mall, they get a message from you offering the deal they were hoping for.

SMS Is King of the Heap

We now market to mobile phones that have Internet browsers using Facebook, applications, games, and all the other capabilities the device has to offer. But statistics show that SMS still gets the best results. According to a survey by YouGov and SocialMediaad, 77% of the smartphone users they asked said they preferred SMS even when other marketing avenues were available.

This is probably because it's so simple and people are used to it. It's also a strategy marketers have used for years, so it's a well-worn path, whereas these other methods are still largely uncharted territory.

Why Not SMS?

SMS marketing is cheap and easy compared to other methods. It's something any type of business can use to its advantage. In the same study mentioned above, SocialMediaad reported that only 1 out of 100 of its clients use SMS, where 90% only use email marketing. Why not go where the conversions are higher?