
Mobile Marketing

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Agenda

- **About DMA and RMI**
- **Why Mobile Marketing?**
- **Examples of Mobile Marketing**
- **Research Proposal**
 - **Objectives of the Research**
 - **Sample and Methodology**
 - **Scope – Mobile Marketing Concepts/Incentives**
 - **Deliverables**
 - **Tentative Schedule**
- **Sponsorship**

About DMA

- Association that provides membership benefits to over 3600 companies
- Benefits include: Advocacy, Brand Building, Education, Networking, and Research
- Member companies include: marketers, agencies, and suppliers.
- Offices in New York and Washington, DC

About RMI Staff

Education

- Ph.D. s'
 - Economics
 - Political Science
 - Psychology
- Bachelors' and Masters'
 - International Affairs
 - Marketing
 - Political Science
 - Psychology

Experience

- Consulting
- Corporate Strategy
- Direct Marketing
- Higher Education
- Market Research
- Public Policy
- Telecom/Wireless

About DMA RMI

- Online sample
- Survey development and statistical software
- Syndicated data
- Economic policy analysis/consulting
- Market research analysis/consulting
- Reporting/Presentation/Expert Testimony

Mobile Marketing

Why mobile marketing?

- **Direct marketers are interested in targeting specific customers and delivering a communication that meets their needs and keeps response rates high**
- **Low cost – high response rate produces high ROI**

Mobile campaigns have advantages

- Short concept to execution time
- Low production costs
- Instant evaluation
- Real time improvements increase return
- Viral activity improves participation and adds to ROI
- Potential for tracking and customer follow-up.

Example: Mobile coupons

■ Types

- Unique code sent to customer mobile device that can be entered at the POS (online or retail store)
- Web coupon fulfillment where customers are directed to a website, enter their mobile number, and print a coupon

■ Advantages

- High redemption rates
- Precise tracking

Mobile coupons are convenient

Hot Deals
...on your phone.
(yes, your phone!)

No printing. No clipping.
No forgetting. Cellfire is the best way to save!

Start saving!

Or **take a tour**

1 sign up
Get \$100s in Savings

2 select
Easily access all your deals.

3 save
Show your phone at checkout!

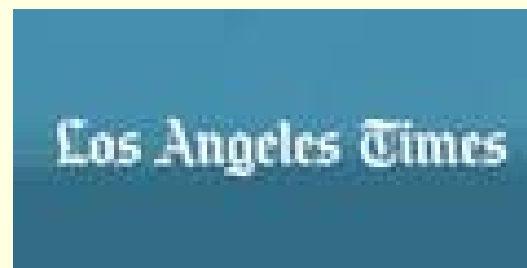
Cellfire 94041

- Enterprise Rent-A-Car (2)
- Hardee's (2)
- Hollywood Video (2)
- Papa John's (3)
- Supercuts (2)
- Virgin Megastore (1)
- Wendyschritzel (1)

Share with a friend
OK

Source: Cellfire, 2008.

Variety of vendors and offers



It's more than a coupon

- Compatible with over 90% of devices
- Can be used for tickets, vouchers, or coupons
- Low cost for the issuer and consumer
- Convenient, completely paperless.



Multi-mode communications allows a variety of touch points



IT'S TIME TO **UPGRADE** YOUR
MARKETING COMMUNICATIONS!

Multi-mode real-time marketing allows businesses to go far beyond what traditional email marketing allows you to do.



TURBO CHARGE YOUR MARKETING CAMPAIGNS AND INCREASE SALES REVENUE WITH HIGH-IMPACT COMMUNICATIONS!

With Trumpia you can contact your customers immediately via mobile text, IM, email, or ALL to send them hot deals, sales alerts, VIP promotions, important announcements, and mobile coupons.

Click [here](#) for more details.



↑ Click to see the video

Source: DoCircle, Inc., 2007.

Mobile Marketing Research Proposal

Objectives of the Research

- Determine the consumer awareness and effectiveness of a variety of mobile marketing techniques
- Determine the product categories where mobile marketing may produce best results
 - Food / Beverage
 - Healthcare / Pharmaceuticals
 - Entertainment / Music / Video
 - Consumer Electronics / Computers
 - Beauty / Personal Care
 - Financial Services / Insurance / Banking
 - Automotive / Transportation
 - Vacation / Travel
 - Real Estate
 - Telecommunications / Wireless

Objectives of the Research (cont'd.)

- **Profile the best consumers for mobile marketing**
 - Demographics
 - Technographics
 - Mobile phone use
- **Potential issues relating to mobile marketing**
 - Cost to the consumer
 - Privacy

Direct Mobile Concepts

- Receiving an offer for a product or service as an email on a mobile phone
- Viewing an offer for a product or service as an ad in a mobile phone web browser
- Receiving an offer from a telemarketer on a mobile phone
- Receiving a an offer for a product or service in the form of a text message on a mobile phone
- Receiving an offer for a product or service in the form of a coupon on a mobile phone

Incentives to Respond to Mobile Offers

- Every time you click on an ad in your mobile phone Web browser you receive a credit toward your monthly mobile phone bill
- If you purchase the product that was advertised in your mobile phone browser you receive an additional credit toward your monthly phone bill
- You would not be charged for airtime when you respond to any marketing offer on your mobile phone
- Every time you respond to a marketing offer on your mobile phone you would receive frequent flyer airline miles

Sample and Methodology

Sample

- US residents
 - 80% adults
 - 20% teens
- Mobile phone users

Methodology

- 15 minute online survey
- Approximately 800 completes

Deliverables

- **PowerPoint Report**
- **Data**
- **Crosstabs**
- **Custom Analysis**

Tentative Schedule

- **Data Collection** —————→ **March 2008**
- **Analysis** —————→ **April 2008**
- **Report Development** —————→ **May 2008**
- **Publication** —————→ **June 2008**

Thank-you!

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