

# How to use SMS Marketing Effectively

A guide to using SMS and Mobile Marketing  
including notes on the Spam Act.



By Craig Lambie  
B Bus (Eco & Fin) RMIT  
What Was That P/L

# Table of Contents

Table of Contents.....	2
Introduction.....	3
Some Facts about:.....	3
Mobile Phones .....	3
Premium SMS.....	3
Promoting - a guide.....	3
Basics covered – Some points on Promoting.....	3
TARGET MARKET.....	4
Headline a Gig!.....	4
Promoting Ideas .....	5
GET a Street Team.....	5
How to use SMS Marketing to its fullest Potential.....	6
Stage .....	6
Radio .....	6
TV.....	6
Gig Guide listing .....	6
Flyers.....	6
Newspaper Ads.....	7
Posters .....	7
CD Insert.....	7
In Person.....	7
Incentives!.....	8
Our Incentives .....	8
Different types of SMS Codes.....	8
The Spam Act .....	9
References .....	10



## Introduction

Mobile phone usage in Australia is growing at incredible rates, the uptake on mobile content was slow to start, but the introduction of interactive TV shows like Big Brother has seen an increase in the usage of interactive services in line with our European counterparts.

The SPAM act bought in by the Australian Government to curb unsolicited electronic messaging applies to both email and SMS type marketing activities. In order to avoid being fined there are measures you need to take outlined in the document below.

### ***Some Facts about:***

#### ***Mobile Phones***

16M+ Mobile Subscribers in Australia

80% Market penetration

More than 72% of people 14-24 have a mobile phone

#### ***Premium SMS***

Big Brother and Australian Idol increase awareness about Premium SMS services in your Target Markets.

Australian Idol saw more than 900,000 premium SMS votes in a week (55c).

## Promoting - a guide

### ***Basics covered – Some points on Promoting***

- Get Good - no point gigging if you are no good and no one is going to like you, you will just put the venue of rebooking you and the fans from seeing you again. A good experience might be remembered, a bad one IS remembered.
- Get a support gig - network with similar bands, similar genres etc - **NETWORK** - Cross promote each other and help each other, longer term you can then get bigger together, share contacts, fans and other great links.
- A logo is important element of the band/identity, like your name it is important to get a good logo/name that identifies with your Target Market



- Get a web presence - a MySpace site is Free and a great tool, put some material up on it, NETWORK with your fans, get "Friends" on MySpace etc.
- Email List/SMS List
  - Maintain a good communication with you fans, use MySpace bulletins, email and SMS to keep in touch with your fans, or they will forget about you. Don't bother them to much either, SPAM is just annoying, ensure you personalise your communications as much as possible.
- Get as much info on your fans as possible in order to find your Target Market
- SMS subscription tool - SMS "E whatmail" & Your Email Address to 19933111 to subscribe to my email list. You can do this too. SMS "e yourlistname & fan@email.com" to 19933111 (Gold Package)

## ***TARGET MARKET***

This is something you need establish early in the piece. Who are your fans, what other things to do they like, other music, influences etc. Where do they hang out. No point advertising in Mag A if your fans read Mag B. This helps with knowing what advertising is going to get through to your fans and where to put it.

## ***Headline a Gig!***

For Starters you are getting paid for this, so do you Promote and how, and how much of the budget should go into the promotion?

For example sake I am going to work with a \$500 budget example for promotion, so you have bought in around 100-200 people to your last support act (venues love a full venue for the support act, when your supporting you should get as many people there as possible by 930pm (if your playing at 10 for eg) otherwise everyone will come at 11pm to see the headline and the support lose Cred for getting fans to the show. Be specific about being the support and start time so people don't miss seeing you.



## ***Promoting Ideas***

Community Radio White Boards, Free mention of your gig around Aussie Triple J Friday evening mention with Mith

Gig Guide Listings - make sure you have a separate listing in gig guides for every show you do, its free. Make sure you know the deadline for your local Street Press and Mainstream Press!

For starters it makes the Press aware you exist, secondly the public aware, they read your name in the gig guide week in and out for a few weeks, it starts to sink in..."Oh yer, I read about that somewhere..."

Maybe do a poster run.

Be very specific with your posters, only put them up where

A. your fans hang out

B. your fans go that can come to the gig...ie over 18 etc.

## ***GET a Street Team***

- This is a group of fans that are die hard fans, they can do some of the work for you.

Basically it is about giving them merch, tickets, sharing the rider at shows etc in exchange for them to put up posters in specific areas and give out flyers, etc where they hang out anyways - (Target Market)



## **How to use SMS Marketing to its fullest Potential**

### ***Stage***

So often when gigs are mentioned on stage the details are brushed over, When/Where/What?? I always find myself asking after a plug. To avoid this, just ask them to SMS "yourcode" to GIGTXT to get the details. Great if you don't want to mention another venue's name on stage.

Code to Use: Standard Code or Automatic "Band" Code

### ***Radio***

Often people hear gigs on the radio and miss details, forget immediately after etc. To avoid this, when plugging your gig, just ask them to SMS your "yourcode" to get details, people only need to remember that as the number for SMS should be in their phone already, if not tell them 19933111.

Code to Use: Standard Code

### ***TV***

When a gig is flashed up on the telly it is often ignored (except for diehard fans) most youth will have their mobile phone close at hand while watching telly, so as with Radio, just mention "yourcode" to get details, people only need to grab their phone and SMS it to GIGTXT to get the details. They are more likely to have their phone nearby than a pen and paper!

Code to Use: Standard Code

### ***Gig Guide listing***

Often Street Press will only print minimal details of your gig, get your Website, Address of the venue and other important info to them with an SMS. Just ask them to "yourcode" in your gig guide listings to get the full details of your specific gig.

Code to Use: Standard Code

**73% of people forget to go to gigs they read about in their local Street Press!**

### ***Flyers***

People always have their mobile phone, flyers get lost.

Ask people to SMS "yourcode" to GIGTXT on your flyers, instead of trying to hold on to your flyer, punters can SMS and get the details in their phone.



Code to Use: Standard Code

### ***Newspaper Ads***

When reading the paper, people often come across things they might enjoy going to, on turning the page, the details are lost to them.

To avoid this simply ask them to SMS "yourcode" to GIGTXT in your ads, editorial mentions instead of forgetting the details when they turn the page, they can SMS and get the details in their phone for later reference.

Code to Use: Standard Code

### ***Posters***

Posters are everywhere, people are inundated with them. Most people will forget the details when they walk away from the poster, let alone when they get home. To increase the effectiveness of your poster simply ask people to SMS "yourcode" to GIGTXT on your poster advertising. Punters can SMS to get details so when they walk away from your poster; they have the details in their phone for future reference instead of forgetting it.

Code to Use: Standard Code, for generic posters use Automatic "Band" code.

**77% of people forget the details of a gig seen on a poster when they get home!**

### ***CD Insert***

When your fans are listening to your CD they can pull out their mobile phone and SMS "yourcode" to find out when you are next playing live!

Great if they don't have the internet, or more likely can't be bothered moving to their computer, get them the most up to date info!

Code to Use: Automatic "Band" Code

### ***In Person***

When you are talking to your fans, friends or colleagues, tell them to gigtxt to get your gig details, then when they walk away you are certain they have the info and it won't get lost in their busy lives. Works great in Nightclubs, loud bars and at Gigs!

Code to Use: All relevant



## ***Incentives!***

Things you can do to encourage the Spreading of your GIG Info!

- Show SMS to get 10% off at the door?
- Show SMS at door to get a free drink card (controlled unique number id system?)

## ***Our Incentives***

Anyone who sends an SMS goes into draw to win MP3 Player (members only)

Anyone who sends SMS (up to 1 hour before gig) goes into draw to win a double pass

## **Different types of SMS Codes**

There are a few different types of code words available

- Standard
  - o This would be used for once off promotion or gig
  - o Used on Flyers, Street Press Ads, Specific Gig Posters, Radio Spots, Press Releases etc
- Band
  - o This is an auto-updating code word, put up to 45 days in advance and next live gig is sent back.
  - o Used on Generic Posters, Stickers, Album Covers, Websites, Forum Listings and Flyers
- Venue
  - o This is an auto-updating code word, put up to 45 days in advance and next live gig is sent back.
  - o Used on Stickers, Posters, Flyers, Street Press Ads, Press Releases, Radio Spots, TV Spots, Websites, Forums Listings and all internal venue promotions
- Email List
  - o This allows punters to SMS to subscribe to a specified email account
  - o Used on Stickers, Posters, Flyers, On Stage, At Merch Desk and general word of mouth



## The Spam Act

The Australian Government introduced the Spam Act in 2003 with its first case about to go through the courts at the moment (July 20, 2005 - Perth Federal Court).

The Spam act basically covers all forms of electronic messaging with fines for offenders up to \$1.1m per day with a provision to seize ill-gotten profits and to pay compensation.

To send an unsolicited message whether it is via SMS or email warrants a fine, also harvesting emails from websites using software and similar activities are considered offences.

To avoid the Spam act it is worthwhile noting the following from the Direct Marketing Associations E-Marketing code of practice:

- Obtaining and maintaining consent;
- Keeping records of consent;
- Obligations in relation to viral marketing campaigns;
- Inclusion of accurate information about senders/message authorisers ;
- Provision and operation of a functional unsubscribe facility;

The code of practice is available for free download at:

<http://www.adma.com.au/asp/index.asp?pgid=20312>

The basics of the code and therefore compliance with the act come down to this: Express or inferred consent. That basically means you cannot send out messages without there being some level of consent either express (eg a tick in a "yes I want your newsletter" box on a form) or inferred, someone drops their business card into a fish bowl at an exhibition.

Another important issue is, if your email address is published on the web or in a book/directory, anyone can manually obtain the address and add it to a list, unless you have a warning like "no unsolicited mail" next to the published email. I would however warn you, if you publish your email on the web, it is still open to spam originating in other countries.



## References

- "Reality TV shows attacked over SMS", The Mercury, Pg 3, 28/01/2004
- I B I S World Reports "Mobile Telecommunications Carriers in Australia", 13/01/2005
- Claudia Sagripanti "'19" numbers cap costs", B&T Weekly, Pg 8, 25/06/2004
- Emma Connors "Ten recruits Legion for SMS voting" Australian Financial Review 18 March 2005
- Brett Winterford "Making money with mobile music" Australian Financial Review, 8 February 2005
- Emma Connors "The smart call is hyperactive about interactive" Australian Financial Review, 19 November 2004
- Rachael Osman-Chin and Emma Connors "Little players behind Big Bungle" Australian Financial Review, 9 July 2004
- Mark Jones "Government too slow on spam, says activist" Australian Financial Review, 28 June 2005
- KIRSTY NEEDHAM "Response to junk email staggering, says accused spam king" The Age, 27 June 2005
- Julian Bajkowski "Alleged spammer faces court over 56 million e-mails" Computerworld (Aust), 24 June 2005
- "Australian eMarketing Code of Practice" ADMA, December 2004
- <http://www.adma.com.au/asp/index.asp>

