

Classified Advertising & Text - are you catching the wave?

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Introduction:

- Text a context
- Reasons behind the success of text
- Benefits of text to you
- Opportunities for Classified Advertising
- Future possibilities
- Questions & Answers



It's big...

- Everywhere - established, trusted and accepted means of communication
- As diverse and as many uses as you can imagine!
- It's even got it's own language...shortcodes, emoticons :-))

and getting bigger.....

- >50% penetration in almost all European countries (66% in Ireland)
- More to it than one to one text - source of info. / fun with the availability of news / sports / chat text services
- Main users are the high disposable income segments (youth 15 to 30 age groups)
- Ireland particularly high text users / usage with text accounting for over a fifth of Vodafone Ireland revenues!



Why is it so big?

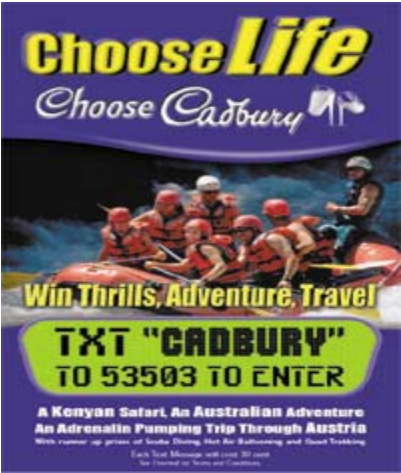
- Lower calls - vis a vis calls (mass acceptability amongst youth)
- Less intrusive - recipient given freedom to read and respond at convenience
- Privacy / Individual - no third party involvement
- Suitable for functional communication - “I’m late” “There in 5”
- Individual language folklore - abolition of normal spelling rules / unconventional
- Fun derived - “ping pong” texting

The text phenomenon has generated its own terminology, customs and social norms...and incorporates collective behaviour...texts are circulated among friends, composed together, read together, and fit or entire messages are borrowed from others. Text messaging is a way to share relationships.

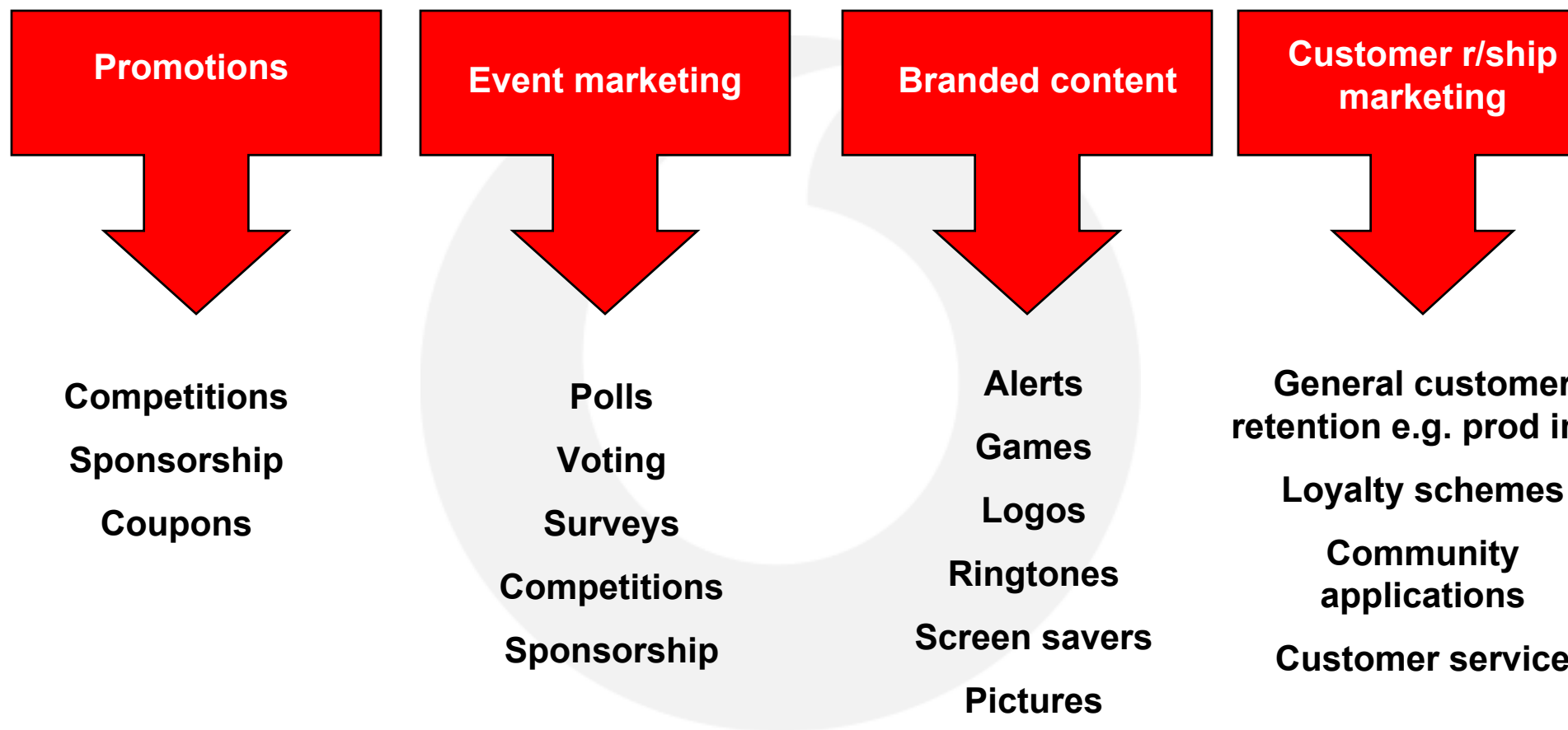
The Text Market..



Are you missing out on the action?



Some of the possibilities:



Push campaigns - You 'push' the message out to the end user
Pull campaigns - End user 'pulls / requests' the message

Advantages of Text Assisted Marketing Campaigns:

Loyalty

- Tailor / personalise messages for existing / new customers
- Personal medium
- Accepted medium

Financial

- Enjoy a lower cost per contact vs traditional contact methods
- Benefit from a new source of revenue e.g. - premium revenue



Efficiency

- Reach people wherever they are (always on)
- Less wastage - always read (94% of occasions)
- Increased response rate than traditional DM (8% average)
- Quick
- Test campaigns before committing major budgets
- Quick, detailed feedback and reporting
- Brand positioning
- Allows quick response to competitive activity
- 2way and interactive
- Response mechanism for ATL

What's in it for you?

- **Direct response** - with short lead times and little effort, you can integrate mobile communication into your campaign, increase response and build your database
- **Improve customer service** - no faster way to communicate directly with your customers
- **Sell goods and services** - as mobiles become more feature rich, there is ever more opportunity to create new revenue streams using mobile payment tools
- **Provide infotainment / revenue** - deliver and charge for services such as sport, cars, bargains, video and clips
- **Create exciting revenue opportunities** - competitions, games and voting
- **Provide a level of accountability** - rarely available through other media Mobile campaigns allow quick and easy access to information to accurately assess their success
- **Promote your brand** - new component in your integrated marketing campaign. Mobile campaigns build a buzz (viral) and an increased level of awareness for the brand

Case study:

Company A / Womens magazine with circulation of c20k per week using text as follows:

- 1) **Reminder re submission of adverts / charging for ads**
- 2) **Lonely hearts submissions - offers alerts services - someone matching your requested profile (profile submitted via website/ text)**

2k a week at 60c a message = $2k * 20c \text{ revenue} * 52 \text{ weeks} = \text{€}20k$

- 3) **Horoscopes / romance via text alert**

3k one a day at 30c = $3k * 15c * 365 \text{ days} = \text{€}164k$

- 4) **Regular competitions (women care / leisure prizes) answer via text (premium charge) -**

1k per week @ 60c per text = $1k * 20c \text{ revenue} * 52 \text{ weeks} = \text{€}10k$

Revenue attributable to text €194k pa (data capture, stickiness, brand benefits)

Possible opportunities...

Publisher

- Deadline alert (reminder) to regular advertisers
- Spare capacity - text late offers / discounts
- Submitting pictures via MMS - news items / advert's
- Additional revenue stream - competitions / offers
- Sales staff updates
- Subscription to service / publication via text
- Text alert facility for particular offer / item of interest - incentive to purchase newsletter etc.

Customer / Reader

- Easy submission of info. / ad's
- Text special offers - highlight offers of interest
- Simple - no room for misinterpretation re ad size / content
- MMS handsets facilitating more photos / complete ad's
- Sign up to receive texts on particular offers / price points to offer promotional goods or services (Once the customer opt in for this notification)



What will make it work?

- **Sensitivity to consumers crucial**
 - **zero tolerance of spam**
 - **careful use of opt in databases**
 - **create on / off solutions**
 - **deliver value**
 - **time sensitive, important and requested**

The future?

- **MMS - opportunity to submit articles / photos (uptake dependent on penetration amongst your readership base)**
- **Availability of common European wide short codes**
- **Location based services**
- **Voting / polling mechanic across all activities**
- **SPAM controls / measures - validating lists**
- **Stringent rules around contact policy**

Questions ???



