SMS MARKETING

The complete guide

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Written by TJ Kirgin

@TJKirgin

CHAPTER TITLE

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Chapter 1

SMS MARKETING OVERVIEW: HOW IT WORKS

In a nutshell SMS marketing begins when a mobile user subscribes by sending a keyword as a message to a short code . This then places the phone number that sent the text into a database and triggers an auto responder that sends a text back to the consumer. After consumers send that first text message and are added to the database they can be sent other marketing messages and alerts over time or until they unsubscribe.

That's it. It works just like that.

Keyword is synonymous with database and trigger the keyword is what people need to send to the short code. It should be something short (two to six characters), easy to remember like the brand or something related to the brand and should never be more than one word.

The code is the other half of what is happens in the first step. This code is like the phone number for the brand and allows for it to send or receive high volume text messages. The codes are registered with and leased from Nuestar and the Common Short Code Association (CSCA). Both short and long codes are nation specific and most only can only send and receive messages in the same country. There are ways to send messages to another country but you will need to buy a code for that country or use an international long code from the UK, Germany, or Sweden.

There are two types of code, a short code and a long code. The short code is a five to six digit number that is approved by mobile carriers to send and receive text messages. Codes that are 4 digits or less are reserved by the carrier for billing information and other communications with their own customers. A short code has the highest through put and is a larger investment. Common Short Code license fees range from $500 per month for random numbers to $1000 per month for a vanity number that actually spells out a word or brand name. CSCA short code leases must be paid in 3, 6 or 12 month increments and are non refundable.

After leasing your common short code, you must gain approval from the carriers prior to connecting. This process is known as provisioning.

Common Short Code Provisioning

This process is usually a joint effort between you (the CSCA listed content provider), your SMS Application Software provider and the SMS Aggregator. The Aggregator submits your campaign keywords and message flow to the carriers for review. Upon approval of your messaging and campaign details, the aggregator works with the SMS Software Provider to connect the application between the short code and the aggregator/carrier connections. Once this is complete the carrier begins LIVE testing. During this process, they physically test your opt in and opt out keywords. Each one checking for exact match message flow and compliance. It is during this time as well that they visit your website to make certain that your calls to action , privacy policy and terms/conditions are compliant with Mobile Marketing Association Best Practices, Carrier Regulations and the Telephone Consumer Protection Act of 1991.

Once all of this checks out to the "T" and "the comma", they make the sign of the cross and you are LIVE. Remember though, this same process is conducted by EACH carrier. Provisioning can take from 5 weeks to 5 months or more and should be conducted under the consultation of someone whom has done it before to avoid unnecessary delays and associated costs.

The other type of code used is a long code. A long code is 10 digits the same as a regular phone number. The number can be acquired a number of different ways and is much easier to get. Long codes can only send SMS one way. The long code is the choice of most spammers because the codes are less regulated and easier to get a hold of. It is as easy as purchasing a SIM card server and plugging in SIM cards to send from. The long codes are also cheaper to use, as low as $5 a month and quicker to implement. While long codes are usually the choice of spammers there are reputable ways to use them.

The hardest part is getting people to that first step, getting someone to text that keyword to the short code.

SMS marketing alone is ineffective. It takes more than a keyword and a short code for SMS marketing to work. SMS works in conjunction with other marketing efforts. The other marketing efforts that are paired with SMS are how you let people know about the promotion and why they should take advantage of it. Imagine having a phone number but never giving it out to anyone, you would never get any calls. It is the same way with SMS marketing if you never let anyone know what to text to what number then they never will. In order to get subscriptions to your database they need to text you first and you have to tell them how. If you never tell anyone they will never know about and it will never be used.

People also need to be persuaded to take action. Before someone is willing to text the keyword to the short code they need a reason why. There needs to be a valuable Call-to-Action before someone will make that first step. This could be something like text the code to get a coupon, text the code to get something free, text the code to get valuable content; these are things that will give people a reason to use your keyword. Without a promotion of any sort with an external call-to-action no one will take the effort to make the text. You should also make clear your intent NOT TO SPAM THEM.

After that first step is taken though it is all smooth sailing from there. Everything rolls on from there. After the person has sent a text with the keyword to the short code, they have triggered an action at the software level; at the same time they have also opted into a database that has phone numbers from everyone who has previously texted the short code. The most common action triggered at the software level is an auto responder that instantly replies to the person who sent the text with 160 characters of awesome content. This information can be anything you want as long as it fits 160 characters; text, coupon, email, phone number, and website links.

After they receive the response text the process is over, they answered your call to action and now their phone number lives in your database to be used at a later time for SMS nurturing, other automated messages, real time alerts, and text blasts.

Patent Trolls, Don't be Bullied.

For several years now, Patent Trolls and SMS Software providers have been leveraging fear to extort licensing fees from SMS content providers. Recently an Illinois Federal Judge tossed 5 law suits alleging that brands including NY Times and CBS had infringed the Helferich Patent Licensing patents by sending text message alerts (SMS) to mobile phones including a URL, ruling that the patents are EXHAUSTED when the manufacturer sells a phone to the consumer.

US District Judge John W. Darrah rejected the patent troll's position that the defense of patent exhaustion did not apply to infringement allegations since it only licensed the handset portion of it's patented inventions to mobile phone manufacturers and not the "content" claims. The defendants' SMS infringed those content claims the troll contended.

"Once the handset manufacturers sell the handsets which embody HPL's patents, HPL's patents are exhausted as to all third parties, including defendants," Judge Darrah said in granting a joint motion for summary judgment filed by the New York Times, CBS, G4 Media LLC, NBC's Bravo Media LLC unit and JC Penny.

Allowing the troll to "carve out individual claims from a single patent" and recover financial gain from downstream third parties that send SMS content to a licensed handset device, he said, "would frustrate the purposes of the doctrine, including an efficient method of determining that a patent had been exhausted."

Chapter 2

SMS IS THE WORKHORSE OF MOBILE MARKETING

Mobile Marketing is a huge category of extremely technical items that includes Native MobileApps, Mobile Web Sites, Mobile LandingPages, QR Codes, Augmented Reality, SMS Text Messaging, Mobile Search, Mobile Video, Location Based Services and Mobile Commerce(by the time you read this, there were probably a few more created. If I had to name one of those as the de facto powerhouse of Mobile Marketing, it would be SMS.

You can use SMS for Text to Win, Text to Vote, Mobile Couponing, Mobile Alerts, Push Notifications, Text to Screen and more. Each SMS use fosters engagement with customers by enticing them to subscribe to your SMS program and thus opt in to your mobile alert database for future communication until the day they reply STOP.

However, SMS does not just end there. The power of SMS Marketing is visible when you look at how many other forms of mobile marketing strategies can be facilitated or made better by text messaging. This is possible because the SMS autoresponder and the SMS Alert CAN CARRY AN HTTP WEB LINK DIRECTLY TO THE HANDSET allowing the marketer to deliver mobile friendly web content directly into the palm of the consumers' hand. Below you will find examples of what I mean.

When marketing a Native App via traditional media or at the point of sale, you can use an SMS Keyword to bounce back a link to a URL with browser detection and redirect to the respective app market for app download. Conclusion: SMS makes native app marketing and distribution more efficient.

Over 40% of Google local search originates from a mobile device.

Merchants and big businesses alike are scrambling to develop "thumb friendly" mobile web sites. Once the site is live, you can use SMS Keywords and SMS Autoresponders to "deliver" the mobile site to your customers via URL in the text message. Conclusion: SMS is a great way to distribute and promote your new mobile web site. You could also add an SMS opt in web widget to your mobile site to encourage subscription to your alerts.

Make sure your <u>landing pages</u> are mobile friendly.

This does not change in mobile. Mobile landing pages can be delivered via SMS autoresponder. A mobile landing page can include a form, or it can act as a graphical mobile coupon for users with mobile enabled web connections. Conclusion: Mixing SMS and Mobile Landing pages, you can create beautiful mobile coupons and increase mobile web conversions. Landing pages may be "mobile web apps" or mobile responsive web designs.

QR to SMS.

Most marketers use QR Codes to link the device to a mobile web site or landing page. However, you can also pre-program a QR Code to prepare an outbound text message to a predetermined number. We use QR Codes with a Call to Action that reads: "Scan this and Hit Send SMS on your phone." The QR Code is programmed to send a keyword to the short code, thus gaining a subscriber in lieu of just a visitor. The web link is then sent via SMS.

SMS to Video.

SMS alerts can also include links to Youtube and Wistia videos which are inherently already mobile friendly. Thus, you can use SMS keywords or alerts to deliver mobile videos to your customer.

These are just a few of the ways that SMS empowers mobile strategy and why SMS is "The Workhorse of Mobile Marketing."

Chapter 3

SMS MARKETING STATISTICS 2013

In today's world, anywhere from 95-98% of text messages received are opened and read within minutes of receipt. Because of this, SMS marketing is growing quickly as a means of delivering marketing messages to clients and customers. This kind of marketing can be a great benefit to any kind of company. However you use text message marketing to reach your audience, you're sure to get attention. Still not so sure? Take a peek at these SMS Marketing Statistics 2012 and see just how powerful SMS marketing can be.
For starters: With four billion mobile phones out there, 86% of mobile users said that they receive or send at least one text message per week, though often it is much more. Last year alone, 7.8 trillion SMS messages were sent. It is estimated that SMS traffic will reach, if not surpass, 9.6 trillion messages by the end of this year.

Of those four billion, 25% of registered phones are smart phones and of those consumers using mobile phones, 30% of households said that they no longer even had a landline in their homes. Over one third of mobile phone users said that they actually prefer text messaging as a means of communication over a phone call on that same mobile device. At least 44% of mobile phone users said that they are apt to check their phones an average of at least 10 times a day.

Of all mobile users (both smartphone and non-smartphone users) 95% have been connected to by brands that are using SMS marketing to reach their customers. Regarding ad awareness, the average mobile based campaign utlizing SMS marketing significantly outpaces online ads. One third of consumers say they interact with a brand via text message on a regular basis. They do this by opting in to regular messages with promotions and incentives on the brand's website, scanning QR codes, or texting in keywords to a mobile short code.

Of the 250 million mobile users in the United States, about one fourth use their phones to access the internet for browsing, searches, shopping, games, and more. 9/10 mobile searches lead to action, and half of these searches eventually lead to a purchase. With 50% of local searches being performed on mobile devices, it's pretty clear that mobile isn't going anywhere. Why not use it to your advertising advantage?

Speaking of advantages, here are some that SMS marketing offers:

In all the emails received each day, so many are spam: upwards of 30%! Users have found their way around this with spam filters, and are less likely to open an email they find unfamiliar because of this. In SMS marketing, though, only about 10% of daily received messages are considered spam. Because of this, users aren't as prone to brush them off without first reading through them. This reading through often leads to further action. For some facts: Only about 6% of marketing emails are opened and responded to, while SMS Marketing campaigns have a much higher response rate-45% to be specific.

With all the marketing images consumers see daily, marketers constantly have to create new, engaging imagery and campaigns all the time. The fact that SMS messages are direct to the customer is definitely a big plus- even if someone is on the go, they're very likely to check their text messages and see what you have to say. Another perk is that there is so much less need to compete with other media in this form, because it is a fairly new way of marketing products and ideas to clients.

Chapter 4

SMS MOBILE MARKETING BEST PRACTICES

It doesn't matter if you're a seasoned SMS mobile marketing expert, or you are just beginning, you MUST be aware of the DOs and the DON'Ts of mobile marketing. Yes, we know every marketing campaign is unique unto itself, but you will either fail or get in trouble if you do not follow these guidelines.

DO NOT Send Messages without Permission

Never, ever, ever, EVER send a message to someone without first getting their permission first. This is the GOLDEN RULE! People need to opt-in to your text messaging service before you can start messaging them. Not only will you upset the people you messaged without permission, but it is non-compliant with regulations.

But don't look at this as a bad thing. SMS is powerful because you have to get permission. By texting only people who have opted-in to your service, you now know you are messaging people who want to hear what you have to say! So not only will you know people are opening and reading your messages, but you will get responses and interaction from them. This only strengthens and enhances the business to customer relationship, which makes them more willing to spend their money with you!

DO Advertise Your Keyword Call-to-Action

You're probably asking yourself, "How do I get people to opt-in to my service?" This is simple. You want to market and advertise your short code (this is your call-to-action) on any and all print materials, social media, and if you're still traditionally marketing, on all of your TV and radio spots.

A CALL-TO-ACTION (CTA) LOOKS LIKE THIS: TEXT SHOES TO 54896 FOR COUPONS & MORE FROM SALLY'S SHOE SHOP!

You'll notice there was an offer included with the short code so people have added incentive to opt-in to your service. Remember, you want to also include at the bottom of your texts a way for subscribers to opt-out of your service.

AN OPT-OUT INSTRUCTION WOULD LOOK LIKE THIS: MSG & DATA RATES MAY APPLY. TEXT STOP TO UN SUBSCRIBE.

This is good for you because it gives freedom to your subscribers. If you text them without including the opt-out at the bottom, you will not only irritate your subscribers, but this is also non-compliant. Giving subscribers freedom to opt-out of your service will make them happier and, believe it or not, less likely to opt-out of your service. Why? Because you are giving them the choice.

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DO Add Incentive to Your CTAs

This was mentioned earlier, but this cannot be stressed enough. People really have no reason not to opt-in to your service if you are giving them something.

FOR EXAMPLE, A GREAT WAY TO INCENTIVIZE YOUR OPT-IN TEXT WOULD BE LIKE THIS:
TEXT SHOES TO 54896 TO GET 25% OF YOUR NEXT PAIR OF SHOES AT SALLY'S SHOE SHOP!

Who doesn't want a discount? On another note, the BEST way to get people to opt-in to your service is to offer FREE stuff. Now this isn't always feasible, but it's something to keep in mind. Always remember that incentivizing your CTAs brings guaranteed results!

DO NOT Send Text Messages without Value

Text messaging can be the most powerful tool you use in your marketing strategy, but you need to be careful. Since SMS is such a personal and immediate medium, it can be easy to become annoying or aggravating to your subscribers. You want to remember that a lot of people still pay per text, and no one wants to be bombarded by constant texts every second of every day. This is a SURE way to lose all of your subscribers. Don't do this! You worked hard for your opt-ins, don't just give them up for worthless text messages. Make sure you have something to offer in EVERY text you send, or you are wasting your time and your subscribers' time. A good guideline for sending messages out is 4-5 messages a month.

DO Make Opting-Out Easy

You may be wondering why in the world you would want to do this, but hear us out. Remember, SMS marketing is permission based. A majority of people who subscribe to your service are only doing it because they know they can opt-out at any time. You also want to note that you still spend per text (yes, it's pennies per text, but this can add up!), so you don't want to be sending messages to people who don't want to hear what you have to offer. Don't waste your money on people who are never going to listen to you, make opting-out easy!

Use required unsubscribe keywords like "STOP", "QUIT", "END", and "UNSUB" to allow subscribers to easily opt-out.

Including a "HELP" keyword that returns a toll-free customer support line, a web address and the content provider's name is required by the carriers.

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<u>DO</u> Track Your Results

Don't just run a campaign without tracking your results! You are spending money so you want to make sure you are reaching the people you want to reach. If you get the right mobile marketing platform, you can measure when's the best time to send messages, what content is intriguing your subscribers the most, and who you are getting the most responses from. If you're including web links in your campaign, be sure to use a link shortener such as "bit.ly" that allows you to track who is clicking on your links.

These guidelines may sound like a lot to digest right now, but in actuality they really aren't that hard to implement. We just want to make sure that you are aware of these rules and make sure that you are compliant, while at the same time running a successful SMS mobile marketing campaign.

Chapter 4: Section 1

TEXT MESSAGE REGULATION |
CARRIER COMPLIANCE & TCPA LAWS REGARDING SMS

In light of the recent string of lawsuits surfacing as a result of the Telephone Consumer Protection Act (TCPA), shockwaves have been sent throughout the mobile marketing industry. Companies such as 20th Century Fox, Selling Source, Jiffy Lube, and most notably Papa John's, have gotten in trouble with the law because of unsolicited SMS text messages. In fact, Papa John's alone faces a $250 million class-action lawsuit for sending 500 thousand unwanted text messages to customers in early 2010. Jiffy Lube also just settled a $47 million lawsuit for sending text message spam to millions of consumers who had not consented to receiving the messages. The message from the FCC has been made clear; if you do not get written consent from your consumers, get permission through an esign app online, or get permission through a consumer contacting you first, you cannot text or contact them, period. If you do, your company will end up on the growing list of companies being taken to court for violating the FCC's and TCPA's rules.

The TCPA, passed by Congress and signed into law by President H. W. Bush in 1991, was initially designed to prevent automatic telephone dialing systems (ATDs) from spamming people's telephones with unwanted calls. Most of you would refer to this as "telemarketing." However, things have obviously changed since then with the rise of text messaging as a primary medium of communication and interaction among people. So now, after a ruling on the subject in Chicago, the TCPA applies to "text calls", or as we know them, text messages. This means the days of sending bulk SMS text messages to databases of clients are over. You need to be smarter than that now.

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A lot of companies for a long time did practice sending out text messages to invite their customers to opt-in using EBR (Existing Business Relationship). EBR was an exemption that stated that a business could contact a customer on their mobile phone as long as they had an existing business relationship. An existing business relationship is defined as "a customer giving you their mobile number in the last 90 days" while existing customers in last 180 days could be called or messaged. However, in February of 2012, the FCC amended the TCPA rule and eliminated the EBR completely. They also added SMS to the law, and this all still stands to this day.

Not only do you need to be aware of the TCPA law, but carriers like AT&T and Verizon have hired auditing companies that actively seek violations of the Mobile Marketing Association's Best Practices including websites, social media, television, commercials, billboards, magazine ads, etc. These companies do nothing but try to find violations, so if your site is violating the Mobile Marketing Association's Best Practices/Disclaimers, your short code could be disconnected from the servers.

Despite all of this, there are still ways to use SMS text messaging and your website to advertise to current and potential clients while still remaining compliant. We already know that you can't text, call, or email any possible customers without their express written consent. So to get this consent, you can do one of three things. You can get their written consent on a piece of paper, you can get permission through an esign app online (electronic signature), or you can get permission through the consumer texting you first or calling you first. The best way to get consumers to contact you first is through a Call-To-Action (CTA).

CTAs are usually placed in highly visible places on your website, usually after blogs, on the homepage, or on anything else that a customer might want to contact you with questions about. You need to be aware of the TCPA's rule on CTAs though. CTAs must claim that standard text messaging rates may apply, and that customers can unsubscribe at any time by replying STOP. Any other form will result in a violation. Remember, Anchor Mobile will help you be compliant.

The writing has been written on the wall; companies and businesses are going to have to adapt to the FCC's and TCPA's rules and regulations if they want to stay out of court. If you want to stay on the forefront of mobile marketing you need to adhere to this rules and regulations and be aware of any possible changes down the road. If you don't, you could end up costing your company millions of dollars in lawsuit and settlement fees.

Chapter 4: Section 2

MANDATORY GUIDELINES FOR MOBILE MARKETERS AND WHITE LABEL PLATFORM USERS

All website/blog pages including social networking sites like Facebook, Twitter, Foursquare, Google Plus and even MySpace; this also includes YouTube, Vimeo or any video sharing site with video descriptions or titles displaying advertisements or call to actions asking a person to text a keyword to a short code must be compliant by following these guidelines.

Any website or online presence as described above displaying a text call to action (i.e. text ANCHOR to 94932) must display the following:

Online Privacy Policy Link and Terms of Service link

A new page on your website will need to be created displaying the information below. There is a link in the third bullet giving you an example of what one of Anchor's pages looks like. This link will need to be displayed on all pages containing a text call to action. This must be displayed above the fold based upon a screen resolution of 1024x768 to be compliant with new standards.

PRIVACY POLICY:

PRIVACY POLICY: White Label URL here and its affiliates are committed to protecting you and your family's privacy when you visit any of our Websites. We do not knowingly collect and keep any of your personal information unless you volunteer it and are 13 years of age or older. In addition, we do not knowingly collect and keep personal information from children under the age of 13 without parental consent.

TERMS OF SERVICE:

Operator fees may apply for receiving text messages. We do not reverse-bill the recipient of the text messages. You must be 18 years or older or have permission from a parent/guardian to participate in any campaign. White Label URL here solely provides marketing services for participating companies and takes no legal or any other responsibility for services and promotions offered or messages sent to customers. MSG&Data rates may apply. Text STOP to SC# HERE to be removed from any marketing list and end subscription. Text HELP to SC# HERE for help, send email to White Label Support Email Here or call White Label Support TOLL FREE # Here

THIS IS AN EXAMPLE OF ONE OF OUR PRIVACY POLICY AND TOS PAGES:

http://www.anchormobile.net/CSC94932TermsConditions/tabid/1160/Default.aspx

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Individual Call to Actions

If you are advertising through the Internet or print, radio, billboards or television you must display or advise the customer of the following.

MESSAGE AND DATA RATES MAY APPLY:

You may opt out at any time by sending STOP to SC# HERE. Supported carriers: AT&T Mobility, Sprint, Nextel, T-Mobile, Verizon Wireless, Alltel, Virgin, US Cellular, Boost and Cellular One. For help or information text HELP to SC# HERE

On the Internet:
must be directly above or directly below ANY text message call to action
needs to be 12 point font and STOP and HELP should be bold

In print:
must be directly above or directly below ANY text message call to action
needs to be 12 point font and STOP and HELP should be bold

On Radio:
This must be said during advertisement:
Message and Data Rates May Apply.

On Television:
must be directly above or directly below ANY text message call to action
needs to be 12 point font and STOP and HELP should be bold

On billboards:
must be directly above or directly below ANY text message call to action

EMERGENCY PROGRAM DISCLAIMER:

A specific disclaimer is now required for emergency programs. The term "emergency" applies to all time-sensitive alerts in which an end user is notified of "emergency" situations or the end user sends a text to report an issue or a crisis. Examples of this include crisis chat, reporting an incident, and campus emergency alerts.

THE FOLLOWING DISCLAIMER IS REQUIRED IN THE ADVERTISING FOR THESE TYPES OF PROGRAMS:

"Alerts sent via SMS may not be delivered to you if your phone is not in range of a transmission site, or if sufficient network capacity is not available at a particular time. Even within a coverage area, factors beyond the control of your wireless carrier may interfere with message delivery, including the customer's equipment, terrain and proximity to buildings, foliage, and weather. You acknowledge that urgent alerts may not be timely received and that your wireless carrier does not guarantee that alerts will be delivered."

Chapter 5

SMS SOFTWARE VS SMS GATEWAY

To send SMS messages from a business you typically want to use an enterprise level software application or a web based SMS gateway. Either option allows you to send high volume SMS at high speed.

SMS software applications come in many different forms. An SMS software application can be cloud based hosted software as a solution (SAAS). SMS software applications could also be native software running from a machine. The more advanced the software is the more advanced the campaign can be. Some SMS software applications only send messages, some send and receive, others have robust functionality and can do things like text to win, mobile coupons, QR codes to text, keyword auto responders, SMS automation, SMS scheduling, and more. Just as SMS software applications range in functionality they also range in price from free to over a thousand dollars per month. The price varies depending on what the software does; ones that have more features are going to be more expensive than ones with fewer benefits.

The SMS software connects to the SMS gateway which then connects to the aggregator that then connects to the carrier. Sometimes SMS software is not necessary. There are cases where third party software can connect to a SMS gateway using Application programming interface (API). Customer relationship management programs and Enterprise Resource Planning programs are examples of programs that can be used instead of a SMS software application for some functions by connecting directly to the gateway via application.

The gateway is the API at the aggregator. The gateway is what allows connection to send messages in real time and at high volume. Just as there are different SMS software applications there are different kinds of SMS gateways.

SS7

One of the best is Signaling System 7 (SS7) is a sophisticated telecommunications protocol that provides out-of-band signaling and data interface between phone company switches for to reduce congestion in the Public Switched Telephone Network (PSTN). Out-of-band signaling is signaling that does not take place on the same path as the data transfer. For example without SS7 a call is routed to make the phone ring or get a busy signal, this ties up the whole path. With SS7 the call is placed and a data interface sends a message to the end that is being called to ring the phone or see if it is busy before routing the call, if answered the call is instantly routed. This system is more efficient because it takes up less space (won't tie up the lines) when making a call or sending a message.

SMPP

Another is SMS Gateway is Short Message Peer-to-Peer (SMPP). This is the most preferred method. SMPP offers the most stability and a high throughput of 20 to 40 per sec. Throughput is the number of messages sent per second through the gateway, sent via server to server using a bind.

HTTP

HTTP is the other SMS Gateway option. HTTP is a web based connection that sends the message from the SMS software over the internet and is subject to delay from internet service providers (ISP), the server, and other internet delays. HTTP is generally not as stable as other gateways and has a lower throughput. There are however some HTTP gateways that perform extremely well with a higher stability and throughput of over 100 messages per sec.

There are many differences in Gateways, when making your purchase it is important to know what you are getting. Your SMS Gateway provider should provide you with a service level agreement (SLA) that clearly commits to an amount of uptime, stability, latency, and throughput.

Chapter 6

SMTP VS SMPP

Don't fall for FREE TEXT MESSAGE MARKETING OR FREE UNLIMITED SMS PROGRAMS
There is no such thing as FREE SMS!

Remember "If it's FREE, it's SMTP" in other words EMAIL to SMS or WEB to PHONE
You do not need to be a techie to understand the difference between SMTP and SMPP.
If you are a marketer sending SMS messages, it is important to understand the two methods used to drive this technology.

Both SMTP and SMPP are protocols for sending messages.

1. SMTP stands for "Simple Mail Transfer Protocol" and was first published in August of 1982 as the primary means to send email messages (which are still used today). SMTP text messages have a 60% failure rate and NO CONFIRMATION OF DELIVERY (which means if you send 1000 text messages to your customers, 600 will not go through and you will never know)

2. SMPP stands for "Short Message Peer-to-Peer Protocol" and is the telecommunications industry protocol for exchanging SMS messages. This is TRUE SMS and offers an immediate delivery with full confirmation and statistics. The only ENTERPRISE SMS solution
At Anchor Mobile, we feel so strongly about our customer's experience that we DO NOT OFFER SMTP web to phone as an option.

Chapter 7

ONE WAY, TWO WAY, AND CHAT

There are three different categories of how SMS can function; one way, two way or chat. Each option has different capabilities, advantages and disadvantages.

The most basic category of SMS is one way. One way text messaging is the ability to send out a text message from the SMS gateway to be received and that's it. With one way text messaging there is no way to respond. One way is the cheapest form, and is typically done with a long code but can be done with a short code. With one way SMS messages are only sent out they cannot be replied to and there is no way for people to opt-in without web.

The second category of SMS is two way; with two way SMS messages can be sent and received. Two way SMS is the preferred solution by companies and marketing departments because it is simple and allows for the most diversity in what can be done. Using two way SMS allows for subscription, auto response with content, replies and interaction with the brand increasing engagement, text to screen, text to win, text to vote, and poll. Two way SMS can be sent using either short or long codes.
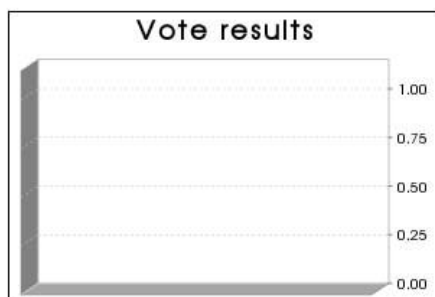
Chat is the third option. Chat is 2 way SMS where each recipient is in a secession created by the SMS software so that when they reply to the message it is packaged inline as a single tread. Chat typically requires custom programming on a dedicated short or long code. Chat is usually monitored by a real person in a call center not a machine. Having a secession with a dedicated short code keeps keywords and short codes from getting crossed. It is, however, possible to use a shared short code with some restrictions, for more information and to find out the details on how this is done contact an Anchor representative.

Chapter 8

TEXT TO VOTE AND POLLING

Text to vote and text to poll are services which enable you to create any type of fun and engaging vote or poll for your subscribers. Text polling was made popular by the hit TV show "American Idol" when thousands upon thousands of people were able to vote for their favorite contestants to stay on the show. You can use this same feature for your own company or business. Once you create a poll or vote, each response from subscribers is categorized and automatically kept track of by our platform, making it is easy for you to track and analyze the results.

All you do is create the poll or vote, give people a short or long code to text their vote to, and you watch the results roll in. Once the customer or subscriber texts the code initially, they will receive a text back with the choices in the text. All the receiver needs to do is text back the number or letter corresponding with their choice, and that's all!

Chapter 9

IS TEXT TO WIN EFFECTIVE?

Text to win is one of the basic facets of mobile marketing. It involves getting people to text your short code with your selected keyword to win a particular prize or reward. The concept is actually very simple, but the real question is whether it works or not.

Text to win is ultimately designed to get people to opt-in to your SMS database, which is a list of all the numbers of people who have texted your short code (i.e. 57545). This is important because you are not legally allowed to text anyone who hasn't opted into your database. This is a good thing though, since these people have given you permission to text them while also giving the implication that they are interested in what you and your company have to offer. Once they have texted your short code with a keyword (i.e. CAR), you are now free to text them whenever you want. They also have the option to opt-out at any time so you don't run the risk of texting the wrong people.

Of course, text to win centers around your subscribers wanting to win a particular prize or reward. There are two ways you can do this. You can use the double opt-in method, or the single opt-in method. Both have proven to be successful measures to get people to opt-in to your database, but they work differently. Let us explain.

Double Opt-In:

Your customers opt-in to your SMS campaign through a promotion, discount, or giveaway. In this case, using the keyword SKINNY WATER. Then you ask them via text message to opt-in to receive future text message promotions from your company.

This is what it will look like:

Single Opt-In:

You notify your subscribers immediately that they have subscribed to your database and will be receiving future SMS promotions from your company.
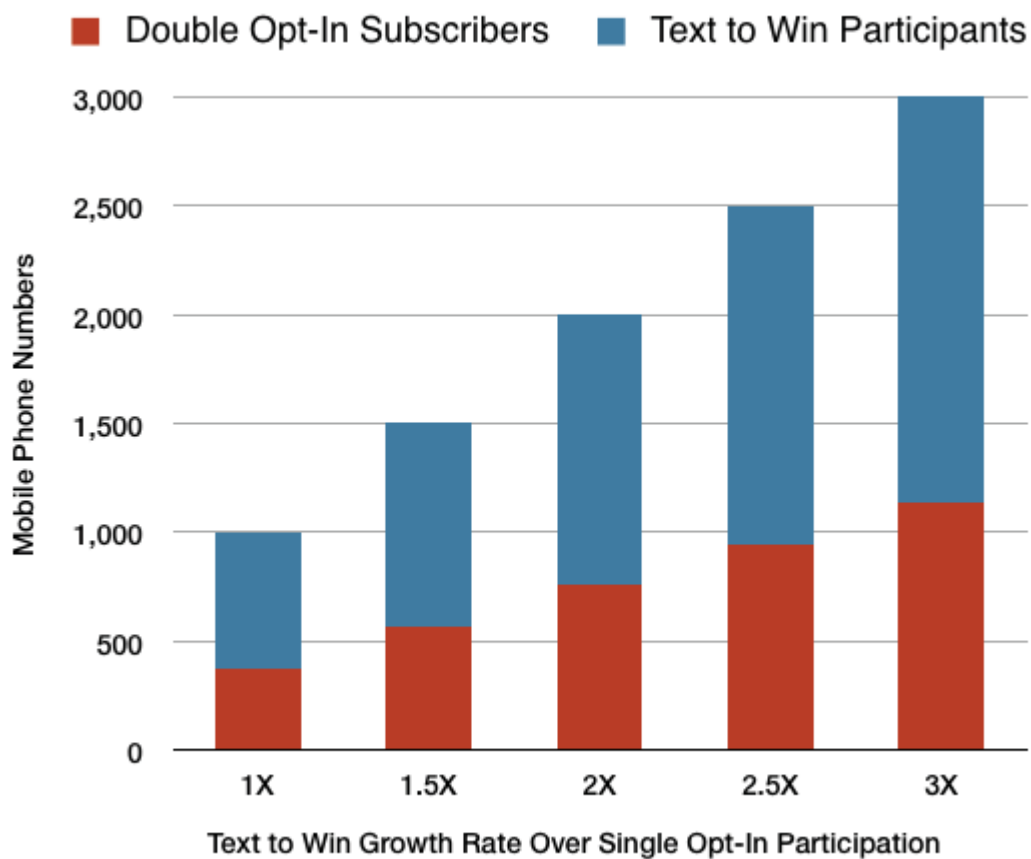
The signage will look something like this:

With double opt-in, you are first getting the customer to enter your contest, then with a subsequent message, you ask them to actually opt-in to your database. Single opt-in puts the subscriber in your database immediately, just be sure that you text them notifying them of this as soon as they've opted-in. You also need to give subscribers the option to opt-out at any time. This goes for both double and single opt-in campaigns.

As we mentioned earlier, both of these are effective at growing your subscriber database, but which one is better? It will depend on what type of campaign you plan on running and what works best for your company, but there are numbers out there that display the types of conversion text to win can create.

This is what it will look like: The following graphs were created based on the assumption that there is a 37% average double opt-in rate after the subscriber enters the contest. The 37% comes from seven SMS campaigns that were done using text to win and double opt-in. The X axis is based on a text to win growth factor over 1,000 subscribers who used single opt-in.

Double Opt-In Subscribers   **Text to Win Participants**

Mobile Phone Numbers vs Text to Win Growth Rate Over Single Opt-In Participation

The next graph represents text to win's growth rate using single opt-in. You'll notice that the text to win campaign would have to get a 3 times higher participation rate compared to single opt-in campaigns to get more subscribers.
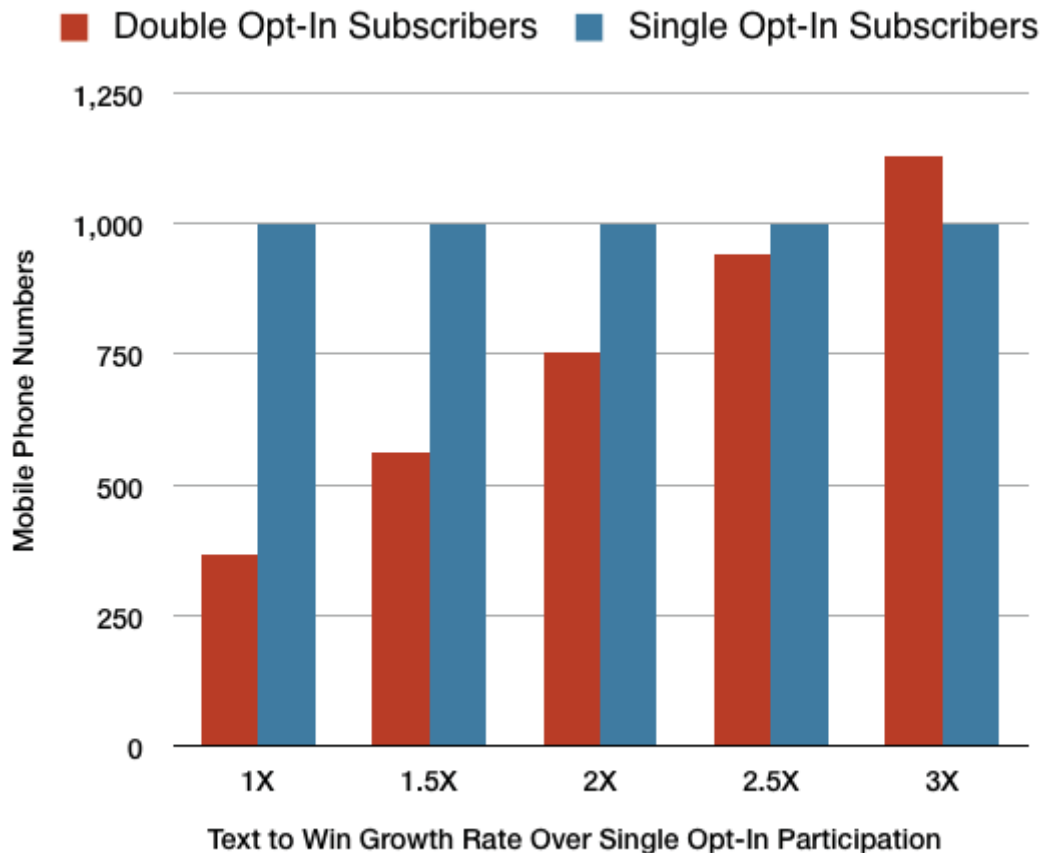
Of course, cost needs to be factored into both of these options. SMS messaging costs will be higher for text to win campaigns since you will be sending more messages. You will also have to factor in the cost of the product you are offering as part of the promotion.

The bottom line is there really is no way to say one text to win method is better than the other. Your selection will depend on your company's goals and what you want to accomplish with your SMS campaign. The two methods are essentially the same except that double opt-in requires the subscriber to take two actions to subscribe to your database while single opt-in requires the subscriber to take one action.

Chapter 10

TEXT TO SCREEN WORKS! | KEY BENEFITS

There are so many different ways you can implement mobile or SMS marketing to benefit you and your company. One of these ways is text to win. Text to win is one of the more fun ways to market using SMS since it involves a high amount of interaction and engagement from your end users. In fact, if you do it correctly, your end users will end up doing most of the work and you will be the one who ends up benefitting. Of course, so will your end users, so it's really a win-win.

If you're looking to create a truly interactive experience for your customers and prospects using SMS, then text to win is exactly what you're looking for. It involves people communicating in real-time, texting their messages to a screen at an events and venues such as concerts, monster truck rallies, sports games, clubs, bars, etc. It is a way for your end users to communicate both with you as well as with other end users. The beauty of it is that it can essentially become anything you want it to be.

Text to screen is a feature of SMS marketing that allows people to send a text message to a phone number, then that message will be displayed on some type of a screen (projection, TV, etc.) The screen is in an area where a lot of people can see it, so they can read and react to what's being said by others. By running text to screen, you are essentially giving a voice to your customers and prospects, and they absolutely love this.

There are several ways you can implement text to screen at your next next event. Here are some ideas that have worked very well in the past.

Promotions

This works especially well if you are a venue owner, or are going to use a venue for an event. You can send company messages to the screen promoting various current sales, specials, or events. Since everyone at the venue can see the screen, you are marketing to all of these people.

Text to Screen Chat

You can create an on-screen conversation between all of your end users using screen chat. This is where people will communicate on your screen using text messages. To put it simply, it's like an online chat room on your screen, except way more cool.
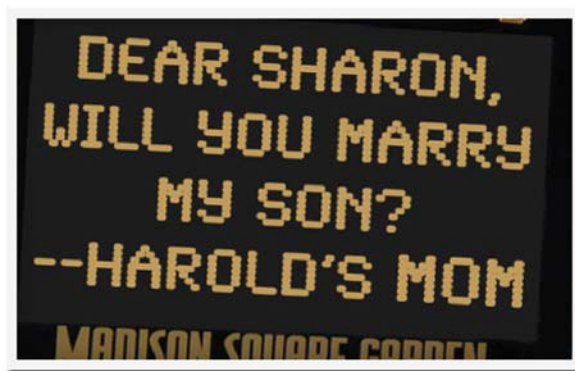
Sporting Events

You can use the stadium's jumbotron or big screen to allow fans to text messages to their team, cheer them to victory, or interact with other fans.

Clubs and Bars

If you have a club or bar with a large screen that everyone can see, then you can use it to unify everyone in your establishment. Imagine that the place is stuffed with people, and you see a pretty girl dancing on the other side of the room and you want to meet her, but you don't feel like shoving your way through a sea of people to get to her. Using text to screen, you can simply text her a message via the in-club screen and invite her over for some drinks. You can also use this to promote drink & food specials within the bar or club.

User Feedback

You can get feedback from everyone at your event, venue, or establishment and find out what people want and are feeling. You can simply post a question or poll and have users respond with a number or phrase. You could literally initiate a special on the spot using the feedback from your users, which would only make them love you more.

Of course, there are some users who like to stir things up and post inappropriate content on your screen. To prevent this, we can build in a filter for your text to screen campaign so that everything that goes up on your screen is pre-approved by you.

Besides the benefits we have already mentioned, you will also be collecting your users' phone numbers to put into your database as they text in to your screen. Using our software, this will happen automatically. Once you have a database built up from your text to screen campaign(s), you can then mass text those numbers and promote any sales, discounts, or specials your company is currently offering. The best part is that your users know that they've opted into your service, so they will be receptive to your texts.

Chapter 11

SMS MARKETING TIPS & IDEAS

With the continuous improvements and rampant use of mobile technologies such as the smartphone and the tablet, SMS marketing has surged to the forefront of any and all types of mobile marketing campaigns. The fact that 98% of all text messages are opened and read, and the fact that these messages are read within mere minutes of their arrival, should tell you that mobile marketing is not just the future of marketing, it is the NOW of marketing. However, efficiently managing your mobile marketing campaign can be tricky. Simply having an SMS mobile marketing strategy is not good enough, you want to be smart about it; but no worries, we're here to help! We've compiled a list of ten things that are important to remember when constructing your SMS mobile marketing campaign.

Conduct an SMS Poll

Sometimes simply orchestrating an SMS poll, whether it be a multiple choice poll or an open vote poll, can be much more effective than you think. An SMS poll doesn't just engage your SMS subscribers by asking their opinion on something, but it allows them to let their voices be heard and gives them a sense of power and control when it comes to your product or service; subscribers love this. If you feel like you're not getting enough participation, offer a coupon or reward to subscribers to entice them into participating in your poll. There are also platforms where you can post the poll results live on your website or blog so subscribers can get more immediate feedback. SMS polls are generally great ways to increase brand recognition with your customers, get feedback from them, and generate excitement and interest around your product or brand.

Attach Media to Your Texts

If you want to increase the odds of people engaging in your text, you will want to attach media links to them. This can be a simple photo to spice up your text, or it can be something more sophisticated such as a link to a landing page with more information, or a video explaining how to do something. Sometimes, just posting some fun media that's related to your business will generate buzz around your company or product, even if it isn't necessarily directly related.

Create a Social Media Widget

Integrating your texts with social media outlets such as Facebook and Twitter, is probably one of the best things you can do for your SMS campaign. A lot of SMS marketing platforms offer easy-to-use social networking widgets that you can simply copy and paste into your texts, as well as your website's HTML code. Adding a widget like this will allow your SMS subscribers to easily access your social networking pages, announces any poll you conduct on the social network as well as through text, and makes it much easier to add more people to your customer database.

Leave the Texting Lingo to the Teens

Sometimes conductors of SMS marketing campaigns fool themselves into believing that if they text their subscribers in the modern day lingo that is common with text messaging, they will connect more with their subscribers. This is not true! Most of the people you will be reaching out to are not teenagers (unless you are directly marketing to that demographic, then this is appropriate), but they are adults with cash to spend. Today's text lingo such as "OMG", "TTYL", and "BRB" will come across as childish and immature to adults, and will most likely end up hurting you more than you think it will help you. You will have time to construct your text messages before sending them out, make it sound like you took the time.

Keep Your Message Simple and Singular

It can be tempting to mention several different promotions, sales, or offers in one message, but this can confuse your customers. Remember, you only have 160 characters to work with (140 if you're posting through Twitter); don't try to cram too much into one message. Keep your scope limited to one central idea per text. If you want to mention 3 different sales that your company has going this week, then construct 3 different text messages, one for each sale. This will make things much simpler for your subscribers and you will be much less likely to lose customers through either sheer confusion or just annoyance.

Efficiently Time Your Text Messages

Just blasting subscribers with a plethora of text messages at all times of the day and night is a recipe for disaster. You want to make sure you time your messages effectively so that you can get more people reading and responding to them. Traditionally, it has been found that SMS messages get the most responses when they are sent in the late afternoon, early evening, or any time during the day on weekends.

Keep Purchasing Simple and Easy

This is probably the most important thing to remember when constructing an SMS message. Make sure it is easy for customers to make purchases using your texts! If the buying process become too complicated, or is too many steps, most potential customers will just give up and leave you hanging without making the sale. Also, when making promotional codes, make sure they are easy to remember. Remembering the code "SHOE25" is much easier than remembering "SHOE85763652". Using a simple code like "SHOE25" is especially effective if you are offering 25% off of shoes for any customer that shows the text to participating retailers. It's easier to remember and reminds customers of the deal they are getting.

Begin Messages With Action Words

Beginning your text with an action word, or verb, is a great way to get customers moving while also livening up your text messages. Action words generate action on the part of the consumer and also help shorten what would otherwise be long and lengthy sentence that can put you over the 140 or 160 character limit. Words like "buy", "sell", "jump", "run", "save", "spend", "purchase", and "stop" are all great action words to start your messages with. Rule of thumb: whatever you want your customers to do as a result of your text, start with that word.

Use Short Sentences

Writing long, lengthy, and descriptive sentences will not only cause you to go over your character limit, but it will also bore subscribers before they bother finishing reading your message. Short sentences allow your subscribers to forward your messages to other people; they cannot do this if your long sentences take up the entire 140-160 character limit. Short sentences also improve your writing and force you to cut to the chase much quicker and more efficiently. Not only will this make constructing SMS messages easier for you, but your customers will have a much easier time reading them.

Don't Overdo Capitalization

This rule goes hand in hand with text lingo, but there are instances where capitalization is important. Using it in text lingo, such as "UR", is a no-no. But if you're trying to emphasize an event like a sale or promotion, using capitalization is a great way to ensure your customers see the event in the message, as well as remember it. But keep your capitalization to a minimum; overdoing it will confuse your customers, or just make them look down on you.

Using these ten tips will dramatically help your SMS mobile marketing campaign and make it more efficient. A lot of companies have already jumped on the SMS marketing campaign train, so when you do, you want to make sure that you stand out from the crowd.

Chapter 12

FACEBOOK SMS MARKETING

With SMS marketing being a major component to mobile marketing, it has one big downfall. 'What's that,' you ask? Permissions, that's what. The customer has to opt-in or subscribe to texts from you, therefore adding them to your database. With social media so prevalent in today's society, it makes an awesome pair.

Marketing via social media is all about how you reach out to your fans and see what they want out of a product. It's about listening to them and starting up a conversation with them and ultimately leading them to buy what you're selling. This is achieved by finding said audience, speaking with them and to them, telling them what you know they want to hear, and giving them exactly what they want.

Coming back around to SMS marketing, here is the part where they can make such a great team.

Stats show that 97% of texts are read immediately upon arrival. People will drop what they're doing to read texts when they hear that little notification. This, however, forces marketers to push out really valuable info via text, lest their subscribers get bored and opt-out. using social media to get fans and potential customers to opt-in is a big deal– it, along with traditional media, is a huge outlet for your call to actions

So how do you use your Facebook page to grow your SMS database? Create image-based calls to action promoting your SMS service. Something like "Text MyKeyword to 56769" (or whatever your shortcode is) and why they should do so. Make it valuable to them, use coupons or offers. Don't forget the legal info, too. You can use your SMS platforms to hold contests, and can promote those contests on your Facebook page. You can also use web opt-in widgets to encourage fans to opt-in to texts.

Added bonus: this works both ways. you can use Facebook to get SMS subscribers, and you can use your SMS platform to get Facebook fans. For example: send an SMS to your subscribers with a link to your Facebook saying to keep up with you on social media, too, to get more content.

However, there are a few DOs and DON'Ts when using social media and SMS marketing with the other. For starters: don't say the same thing on both outlets! It will bore your fans and possible lead them to "unLike" or unsubscribe. Make your content valuable! because you're trying to go cross-platform, also know that SMS users might check out Facebook content on their phones, so it should be mobile friendly. Especially if you link to more content via Facebook, if customers are clicking on it, the content should look good.

Use both channels to tease with this valuable content. Meaning: post on your Facebook that text subscribers can get a certain coupon, or tell your SMS subscribers that you have a special Facebook promotion going on. Along the lines of Facebook promotions: hold contests that span across both platforms! Reward Facebook contest participants a special SMS coupon, or hold text polls to vote on your Facebook designs or recent posts.

Speaking of posts, don't just put out posts that promote you, you, you. This goes back to making content valuable. If all fans see are things lik e"buy from us!!", they'll be more likely to ignore it. Give them some funnies from time to time, give them a link to an informative blog, or comment on current events to start conversations with fans.

Market both of these channels on your website or traditional marketing media (print ads, etc) saying "Like us on Facebook" or "Text MyKeyword to 56769!" will help bring in even more fans.

Chapter 13

HOW TO SELL SMS AS A MARKETING SOLUTION

You will sell more SMS as a marketing solution if you don't sell SMS as a marketing solution.

If that is confusing then let me explain;

It has been my experience that marketers and advertisers are overwhelmed with new media marketing techniques and usually gravitate towards one or two sexy ideas. Once they get these ideas in their head and they imaging using them to generate new or reoccurring business, they are already sold. They just need some help in execution. That is where you come in as an SMS Reseller.

But you don't sell them SMS. You sell them on the idea of mobile marketing and how it is a necessary component to social media. You sell them on the fact that currently about 25% of Google search traffic is coming from mobile devices. You sell them on the fact that their web site is most likely NOT MOBILE FRIENDLY.

You educate them about:

•   Mobile Web Sites
•   Browser Detection and Redirects
•   Mobile Search
•   QR Codes and how to properly use them
•   HTML 5 Mobile Web Apps
•   Native Mobile Apps

These are the sizzling things that keep them up at night. They are sexy, fun to play with and easy to brag about to their peers. "Yeah, I have a mobile app, wanna see it?" or "Scan my QR code".

These are the catalyst to get your prospect interested in mobile marketing as a whole and not just SMS. Once you have their attention, that is when you introduce them to SMS Alerts, Keyword auto res-ponders and other SMS marketing solutions.

The best method to introduce these foreign concepts is with a live demo. We preach to our SMS Resellers to NEVER go see a client without first setting up a keyword with an auto res-ponder containing a link to a simple mobile web site you built for them using copy and paste from their web site. Then create a QR code that directs them to Text the Keyword or at least links them to the same mobile web site. I have never met a business owner that didn't think it was so cool to see that auto res-ponder come back instantly carrying a marketing message and a link to mobile friendly content about their product or service. Heck, include a YouTube video if they have on in the mobile web site.

Creating the aforementioned client demo takes about 10 minutes if you are using a robust Mobile Market-ing Platform. The client will think it took you hours. They will see it, touch it and imagine the revenue it can generate for them.

At that moment, they are SOLD.

Chapter 14

HOW TO PRICE MOBILE WEB SITES FOR MAXIMUM PROFITS

It's up to you whether you're using an Enterprise Mobile Site tool to crank out sites, or you're coding them by hand.

If you are using a tool like ours that has no activation fee, and just a low montly fee of $8 per HTML5 mobile site, then you will want to price a low activation fee of $200-$400 up front and a monthly fee for the HOSTING and CMS that is more than the $8 you will pay each month.

A good example is $299 for design and coding, followed by $19.95 per month for CMS and hosting. Using this model, your first 12-month cost for this package is $96 and your gross sales for this same time period is $538.40.

That means you have earned a profit margin of over 560%! Talk about maximum profits!

If you are coding them by hand using a template that you have previously created, it should take no longer than 6-8 hours to create the HTML5 Mobile Site. It also takes NO SKILL! If you are using a template, a lower-level, $9/hr employee or intern can do the heavy lifting with just a little training, Dreamweaver, and an FTP Client.

In this case, you can choose to sell the source code of the site as a one-time venture, starting at $500 (Duda Mobile backed by Goodle charges $499, so they set the market).

However, if you can upsell to the client with more bells and whistles that help achieve the goal of the mobile strategy that you help them create, you can charge MUCH MORE. Let's say you get $800 for the project, your intern does the work at $9/hr and the project takes 6 hours. Your total cost is $54, and your profit margin is over 1400%!

www.anchormobile.net

Chapter 15

SMS WHITE LABEL MARKETING, HOW IT CAN BENEFIT YOU

SMS white label marketing is a way to market your company using someone else's platform as your own. This would be a version absent of our company logo and information leaving you free to market the program as your own. You can name the program, display your company logo, customize the colors and fonts, and market and sell the program as you see fit.

By rebranding the program we give you, you can make yourself the point of origin for all products and services your company offers. You can charge what you want, for what you want, without having to worry about competing with our company on prices. Outside of the freedom of selling the service as your own, you also gain the power of advertising and marketing your company on an all new level.

The benefits of SMS white label are endless. Text message marketing is great for branding. With today's bombardment of advertising and marketing everywhere we go, consumers are starting to ignore traditional means of advertising, but they still read and answer text messages. That's why SMS marketing is so great. It allows you to fight through the noise that is modern day marketing and get your company heard above everyone else. It's also important to note that it usually takes the customer five positive impressions of your company for them to start knowing, trusting, and eventually buying from you. What better way to build those five positive impressions than through text messaging? It's faster and it's easier than any other method of marketing.

SMS white label can also be accessed from virtually anywhere at anytime. You can send out reminders, notifications, etc. through a computer or a mobile phone. You can also access reactions and responses through these same means. Also, as mentioned before, you get flexibility when setting your prices, since it is still viewed as your service.

It's also extremely easy to monitor customer activity. You can get real-time access to not only incoming and outgoing messages, but you can also view your customers' credits, account status, and number of key-words. You can also monitor and view your system's traffic daily, weekly, or monthly.

The most important thing to remember about SMS white label marketing is that it is easy and anyone can do it. It does not matter how experienced you are since we here at AnchorMobile provide customizable pro-motional materials and support. This is the best way to market in today's society, and by not implementing this into your company's marketing strategy, you are doing your company a huge disservice.

Chapter 16

GLOSSARY

Aggregator

A company that pushes applications to content providers and mobile carriers. This organization assists message traffic through several multiple operators and other corporations by providing campaign oversight, administration assistance and billing options.

Alerts

Traditionally in the form of text or multimedia message, these notifications contains event information (weather, news, updates, etc.) that are sent to subscribers that have opted-in to a short code. If a consumer receives the message and has not opted-in, the message will be considered SPAM.

API- (Application Program Interface)

An application programs specific language that is used to communicate with an operating system or control program, such programs include database management systems (DBMS) or communications protocol. APIs are activated upon codes in the program that provide links to a particular sub-route for execution. The API is already setup through a program module to complete the operation or it will need to be linked to an existing program to execute the function.

Application Provider

A company that supplies software solutions to others within the same network.

ASP- (Application Service Provider)

Also known as commercial service provider, ASP hosts software applications within their servers for customer to access through private lines or online.

Bluetooth

By using a 2.4 GHz spectrum band, this feature enables mobile devices (that are equipped with a chip) to send and receive information through wireless devices over a short distance.

Carrier

This is a company that provides wireless services either nationally or locally to consumers.

Common Short Code Administration (CSCA)

A corporation that administers and monitors the short code registry for a specific region. One might also refer to the CSCA as mobile carrier, mobile network operator, mobile carrier, network operator or operator company. CSCAs are predominately located in Canada, China, the United Kingdom and the United States. In other countries, local carriers and short code aggregators are the administrators of the CSC registry.

Confirmed Opt-in

A straightforward agreement by the subscriber to participate in the mobile program/campaign. This agreement is an acknowledgment by the consumer of their desire to participate.

Dedicated Short Code

When a common short code is only running one service at a time.

Delivery Report

MO/MT billing success rates in the form of a notice or report.

Free to End User (FTEU)

A program in which a subscriber opts-in with the intent of receiving SMS/MMS messages that do no result in a premium or standard messaging charges with their carrier. The subscriber can interact wit the service by sending messages, such as opting-in, opting-out or requesting help. Carriers may, at their own discretion, charge the consumer for Mobile Originated messages.

GSM- (Global System for Mobile Communications)

First introduced in 1991 and extensively used in Europe, the Middle East, Africa, Asia and parts of North America, GSM use three different frequency bands: 900MHz, 1800 MHz and 1900 MHZ. The frequency allows for eight calls on the same radio frequency, representing the second generation of wireless networks.

Keyword

Also known as a prefix or suffix, this is a specific word/name that is used to push the desired message within a Short Code Service.

Landing Page

A page that the user is directed to when they click on an ad in order to receive more information or make a purchase. These links can appear as an ad banner, link with a webpage or any other form of offer-related communication.

Location Based Services (LBS)

A range of services that provide subscribers assistance with driving directions, information about resources, destinations within their current locations (restaurants, ATM, movie theaters, etc). This technology that is being installed within headsets of their networks, is the same that hvae been used by parents to monitor their childs movements.

MMS Message

A multimedia message that contains multimedia objects in the form of a message.

MO or MT Billing

Service used for billing purposes by tagging a tariff to a MO or MT SMS message.

Messaging

SMS and MMS messages that are sent to mobile phones or wireless devices.

Messaging Gateway

Computer system that converts messaging protocols from one to another while providing interfaces between two store, forward nodes or message transfer agents (MTAs).

Mobile Content

Using SMS messages to contain advertising text or that points consumers to a print, web or TV advertisement that promotes ringtones, games, applications, and other services that can be obtained by short codes.

NeuStar

Manages the short code directory that is rented for the use of the CSCA organization.

Opt-in

Acknowledges their desire to participate in notices from the mobile marketer.

Opt-out

The subscriber responds to a notice from the mobile marketer with the phrase "stop". This allows the user to stop receiving the messages from the company.

Opt-out Mechanism

The process that the subscriber may exercise at any point as their right to opt-out.

Premium Billing

Billing above standard SMS or text rates from the carriers.

Premium Rate Program

A program that requires a double opt-in that gives the subscriber understanding that they will be billed above the SMS rate to their mobile plan.

Premium Short Message Service (PSMS)

Also known as SMS billing or MT billing, PSMS is a billing system which the mobile subscriber is charged above standard text messaging rates for mobile content or subscriptions.

Program Approval

Program that is used to obtain approval to the aggregator and carrier for the use of a short code.

Promotional Content

Service or product offered at no charge to the user to try before they make the purchasing decision in order to increase confidence.

Random Short Code

Short code that is assigned by an administration body as a random number sequence.

SMS Message

Most commonly referred to as a text, this is a message that is sent by a Short Message Service using only 160 characters.

SMS to TV (SMS2TV)

An conjunction between TV and mobile subscribers that text in a message or vote that was displayed on TV to persuade an outcome. SMS to TV can also be known as: SMS-based Interactive TV, SMS Text Messaging, Mobile Interactive TV, Mobile-Phone-Based iTV, WAP-based Voting Application, iTV Services for Wireless Devices, Synchronizing Mobile-Phone Based Applications with TV Programming, Wireless 2-Screen iTV, Call TV, SMS-2-TV, SMSTV Text Messaging and Text TV

Shared Short code

A short code that can be used to run multiple campaigns at the same time.

Short Code

Common Short Code is the most common term for Short Code. See Common Short Code for a definition.

Short Code Program

A campaign that uses a short code as the primary means of opting-in.

Short Message Peer-to-Peer Protocol (SMPP)

The protocol for exchanging message between individuals or companies such as Short Message Service Centers (SMSC). Its primary purpose is for connecting services to a third-party with SMSCs to automate services.

Short Message Service (SMS)

The standard of message systems between mobile devices that consist of normally only text.

SIM Card

A smart card that gives a mobile device its identity. SIM cards are used to identify a phone and make it easy to rent or borrow phones.

SMS- (Short Message Service)

The transmitting of short text-messages from mobile phones, fax machines or IP addresses. Messages cannot be longer then 160 alphanumeric characters that contain only text. Once a message is sent, the SMSC receives it to then sent it to the appropriate mobile device. SMSC sends a SMS request to the home location register (HLR) to find a roaming customer.

SMS gateway provider

Provides a gateway for users to send SMS messages through to then route the messages to another gateway or SMSC.

SMS reseller / SMS broker

SMS providers purchase SMS messages in bulk from wireless carriers at a low price, they then sell the messages at a higher price to increase profits.

Single Opt-In

When a subscriber opts-in to a program as activated by terms of the program or service.

Standard Rate

Messages or programs that result in only normal messaging charges that are included in their wireless bill or deducted from a subscribers messaging plan.

Standard Rate Program

Billing the subscriber SMS rates according to their mobile plan which requires a single opt-in.

Subscription Billing Renewal Message

A message that contains the program name, renewal details, billing period and opt-out details before the program or subscription is automatically renewed.

Subscription Program

A mobile subscriber that passively acquires premium or standard charges over time for content delivery.

Subscription Service

Providing mobile content for a fee charged on a regular basis, such as monthly or weekly.

USShortcodes.com

The CSCA website where companies can obtain short codes for mobile services and campaigns.

Unsolicited Messages

SMS or MMS messages sent to subscribers without prior approval.

Zero Rated Messaging

A brand or marketer that assumes payment on behalf of the mobile subscribers for the standard rates.

About the Author

TJ KIRGIN

TJ Kirgin is a second generation marketing and advertising professional with over 35 million dollars in media, web and mobile marketing experience. He became a thought leader for Mobile Marketing in the United States when he began using SMS for marketing in 2005. Today TJ's company Anchor servers over 500 marketing companies and thousands of brands with their SAAS Mobile Marketing Automation Platform. TJ manages many Common Short Codes in the US, Canada and Mexico. He has worked with great brands like Disney, MLB, Kenny Chesney and more!

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