# Any Message
# Any Time
# Any Where

**absolute
SMSing** ©

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A guide to Marketing Communications through SMS (Short Message Service)

"Marketing is the process of planning and executing the conception, pricing, promotion, and
distribution of ideas, goods, services, organizations, and events to create and maintain
relationships that will satisfy individual and organizational objectives."

-Contemporary Marketing Wired (1998) by Boone and Kurtz.

## 1.INTRODUCTION

### 1.1. What is SMS?

SMS refers to "Short Message Service" and involves the delivery of text messages to mobile handsets. SMS is a general name for the technology that enables users to send and receive text messages via mobile phones. The number of cell phone users in India is 18.5 crore and penetration of telephone services increased to 16.6% of India's 1.1 billion population in November, from 11% a year earlier, TRAI said.

Currently, SMS has an extremely high consumer usage, but a low business adoption. In other words, while billions of SMS messages are delivered between individual consumers each month, the use of SMS as a part of business and marketing strategies is (relatively) low.

But this relatively low business usage is changing rapidly, with more and more organisation realising the benefits of SMS, and using it as a new media within their traditional marketing communications strategies. The reason for this increase in business usage is clear – SMS is an extremely cost-effective, high-response-rate vehicle, which can help to acquire and retain consumers, sell and promote products, drive loyalty, and reinforce branding efforts.

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## 2. MARKETING MESSAGES

### 2.1. Making Marketing Work:

As a starting point, there are three key goals that all marketing should strive to achieve, in order for it to be considered successful:

§     It should generate more new clients in new markets,
§     More business should be generated from existing clients, or
§     Gross profit margins must be improved

The marketing message that you deliver will be determined by the goal in mind. For example, the way in which one communicates as well as the message communicated, when trying to find and create new clients, will be very different from a message sent to existing clients to stimulate additional business.

With SMS, the situation is no different. Before designing an advertising or marketing campaign using SMS we need to consider:

§     Who is the message addressed to?
       [New clients and markets, or existing customers?]
§     What response is required?
       [Is there an action that we want customers to perform?]
§     What is the message?
       [What is the gist of the message that you want to carry across?]

### 2.2. Content is Critical

Regardless of your chosen media, the content that you deliver is vital to your success. It doesn't matter whether you are delivering a full multimedia boardroom presentation, a newspaper commercial or an SMS if your message is not clear, your goal will not be achieved. Bigger is also not necessarily better. Yes, the larger the medium the more likely your audience may be to see it. But your aim is not merely for a message to be seen. The message must also be understood, remembered and acted upon.

Standard communications mediums available to marketers and advertisers are usually rated on three factors: Reach, Cost and Effectiveness / Retention

| Medium | Reach | Cost | Retention |
|---|---|---|---|
| Television | One of the Highest | Very High | Good |
| Radio | Medium | Medium | Poor |
| Internet [Banners] | High | Medium | Dropping |
| Email | High | Extremely Low | Extremely Low |
| Print Media | Low | High | High |
| Billboard/POS/POP | Medium | Medium | Medium |
| Moving Media | Medium | High | Medium |
| Telephone | Medium | High | Medium |
| Standard Mailers | High | High | Medium |
| Personal Interaction | Low | High | High |

As a new medium available, SMS has the following characteristics:

| SMS | High Reach | Low Cost | High Retention |
|---|---|---|---|

## 1.2. Where does SMS fit in?

As marketing professionals, CRM specialists and business people there is a great opportunity to harness this medium and be able to serve our customers better as a result. Improved client services, communications and value delivery will in turn result in greater returns and business success.

Since the setup is so easy, no technical knowledge is required. With 24 hour availability, you can send the messages whenever required. The scheduling ability provides you with convenience of sending messages at a time that you know the consumer will be most likely to view and respond on the messages. Timing is often everything. SMS marketing makes it possible to have the perfect timing and thus a higher possibility of quick response. Following are the main areas of sms marketing :

- Mobile Banking
- Educational Institutions
- Hospitals
- CRM
- Emergency SMS Alerts etc and all the business organisation that want to maintain relationship with their customers.
- BPO
- Logistics
- Jewellers
- Pharmaceuticals
- Auto Industry
- Stock Market
- Sales Force Management
- HR

## 3. SMS FEATURES

### 3.1. Sender ID Branding

Few global providers currently offer the ability to brand the sender ID field of each outgoing message. This means that the space on each message, usually reserved for the mobile number of the originating mobile phone, can be replaced with the name or brand of the company sending the message.

Using the Sender ID Branding feature means that there is inevitably more space for text in the body of the message. Since you do not have to include the message sender in the body text, this leaves more room for the important content.

The Sender ID branding is also a helpful branding tool, which adds credibility and status to the message when it is received, through source validation. Even without the sender ID, identity is extremely important!

You should always try to include some sort of contact form or identifier (such as a contact number, company name etc.) in the body of the text message.

Although this service is available to all Absit clients at no extra charge, it must be noted that not all networks, and not all mobile phones support this. If a message is delivered with the Sender ID branded, to a phone or network that does not support this feature, then the message will arrive with a number in place of the name or brand.

## 3.2.  Unicode Characters (Multilingual Support)

SMS is a global system, and as such is designed according to standard, which supports global communications. This includes the ability for mobile phones to support multiple languages. To assist with the transfer of languages (each with their own alphabets) in different countries and between different systems, a standard called Unicode was developed. Unicode is an alternative representation of all alphabetic characters into four digit codes, which are then interpretable on other systems. Using Unicode, a message can be delivered through the Absit system in any language, including Chinese, Greek, Arabic, Russian, Hindi etc. etc. and displayed on the handset in that language. However, for the message to appear in the correct language on the recipient mobile handset, that handset will need to support that language.

# SELECTION

## 4. THE GOLDEN RULES

### 4.1 .Permission Based Marketing Only

Email is personal. SMS is more personal. Although an email reaches the individual directly, is cheap, convenient and fast – this is where the similarities between email and SMS come to an end. Mobile phones do not have "Spam filters", and as a result, it is virtually impossible for recipients to stop receiving messages – even if they do know who the sender is. The deletion process for an SMS is also longer and more tedious than for an email.

People are therefore far more conscious of unwanted SMS messages than they are of traditional email Spam. It is Absit's strongest recommendation that anyone engaging in any type of SMS marketing ensures that tacit permission has been given by the recipient to receive information.

Sending unwanted messages to the mobile phones of your users will be extremely damaging to your brand. SMS is only less intrusive than other media when it's permission based, relevant and meaningful.

## 5. SUMMARY

SMS is a major communications opportunity for all organisations. Following fairly straight forward and common sense marketing practices, SMS will become a powerful part of any organisations marketing arsenal

Absit's products and services has been designed to make the use of SMS simple and easy, for anyone. The following is a brief guide to the products that we offer. We are sure that you will find the required solution for your needs with the Absit.

# PRODUCTS

Bulk SMSing

D-SMSing

Voice Calling

Our products can be accessed from the Internet as well from the mobile phone(without Internet Connectivity), but feel free to let us know if you have specific requirements.

### 6.1 BULK SMSing

A web based (ASPX), bulk messaging tool design to facilitate fast and effective personalised SMS messaging to existing client databases. This robust system is the  first  of its kind and incorporates reminder and scheduling facilities.

SMS marketers, campaigners debt collectors and Customer Relationship Management require the ability broadcast multiple messages simultaneously. Although the Absit also enables single messages to be delivered, its primary purpose is to make the task of bulk messaging fast and simple. An easy to use interface, combining data management and message creation allows users to type a single message  and broadcast it to many thousands of recipients. The database can also be shared across multiple user environments.

### 6.2 DESKTOP SMSing

Individual users have a requirement to send single or group messages to friends, colleagues and others using a desktop tool. D-SMSing is a desktop application designed to be installed on a single PC with a mobile phone. Comprising a database integration and an SMS messaging interface. Also including a merge mechanism, this application is designed to facilitate both one-to-one and bulk messaging. This product can be distributed by Absit distribution partners as a branded product.

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When clients wish to deliver bulk or individual SMS messages, but would prefer to utilise a desktop application with local databases, rather than a web based tool, then D-SMSing provide the ideal solution. For businesses that would prefer their staff to deliver SMS messages, rather than placing costly calls, an installation on each staff member's desktop will reduce costs and save time.

Features of Absolute SMSing

- Send SMS messages to any SMS capable mobile phone by using Internet or by mobile phone.
- Send bulk messages in minimum time.
- Customised address book by adding the important contacts and saving the most recently used numbers.
- Send SMS to multiple mobile numbers or contact book contacts.
- Get delivery or failure reports for each message.
- Absolute SMSing® can send SMS traffic anywhere in the world to the compatible operators.

Absolute SMSing Benefits

Manage your SMS data from PC.
Reach contacts immediately.
Keep valuable messages forever.
Reduce costs and improve efficiency.
Easy message distribution to multiple recipients.

Scheduling

Let's you schedule the rules for particular date, time or instant. So that you don't have to remember when to send a particular message(s), Absolute SMSing will do this for you. Specific date and time if you want to execute the selected rule for a specific date and time, choose everyday if you want to execute the Selected Rule everyday at a particular instant, or choose Interval if you want to execute the selected rule on the interval basis

## 6.2. VOICE CALLING

Voice service is one of the exclusive messaging tools of the software; it delivers your message to the selected group or recipient in the form of a call, dubbed in the mimicker voice of any of the selected celebratory. Voice messages entertain the recipient as well as convey your message to them. Multiple choices of the celebrities are being provided. One can even view the sample of the dubbed voice for a perfect fit for the message. Message can either be composed or you can upload the prewritten file that is to be dubbed. Voice service facilitate sending the Voice call to all the recipients in the single or multiple group at an instant on the selected date.

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