




Mobile Marketing Sweepstakes & Promotions Guide

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Overview

This document will serve to assist promotional marketers seeking to extend their promotional programs to the mobile channel.

The objectives of mobile marketing campaigns are straightforward: increase brand awareness, generate a customer profile opt-in database, increase attendance to events or visits to a store, improve customer loyalty and increase revenues. Mobile marketing does not stand alone; instead, it leverages traditional promotional channels, such as print, broadcast and out-of-home signage. (Source: MMA)

Promotional Tactics

Once the objective of the mobile marketing campaign has been defined, the specific tactic can be developed to accomplish the objective. The following list of mobile marketing tactics may be helpful:

Sweepstakes

A sweepstakes is a promotional event that gives a consumer the chance to win a prize, such as cash, a trip or a car. A mobile sweepstakes invites consumers to send a text message to a short code <http://www.mmaglobal.com/shortcodeprimer.pdf> in order to enter the contest. Typically, the winner(s) are drawn at the conclusion of the promotion. Here's an example:

GQ Mobile Sweepstakes: Subscribers and readers of GQ Magazine are presented with a call to action from the pages of the January 2007 issue of the magazine to send the keyword "WIN" to the number 47624 (GQMAG) for a chance to win JBL Onstage II for their iPod.

Sweepstakes (Qualified entry)

In a qualified entry sweepstakes, entrants must perform an action, such as correctly answering a question, in order to be entered.

Sweepstakes (Reverse auction)

In a reverse auction, the roles of the buyer and seller are reversed, with the primary objective of decreasing the final purchase price rather than bidding it up. In an ordinary auction, buyers compete for the right to obtain a good. In a reverse auction, sellers compete for the right to provide a good. (Source: Wikipedia). For an example of a mobile reverse auction, visit www.limbo.com.

Instant-Win

An instant-win promotion is an event where consumers have the chance to win something, such as cash, a trip or a car. A mobile instant-win invites consumers to send a text message to a short code to instantly learn if they have won a prize. Typically, a text message is returned to the consumer with instruction on how to redeem their prize.

Mobile Coupons

Mobile couponing enables marketers to create highly customized pro-

grams that address the unique preferences of individual consumers. These offers can be delivered at the optimal time and place and can be easily redeemed and measured at the point of sale. In addition, marketers can integrate mobile couponing into their existing customer relationship management/loyalty programs to increase traffic and visit frequency.

How it works:

- Consumers register by submitting their mobile number online, texting a keyword to a short code promoted off-line/online, calling an IVR number or signing up in advance to receive mobile coupons.
- Consumers instantly receive their mobile coupon via text messaging. The text message contains the offer, redemption code and coupon expiration date.
- The coupon is redeemed in-store at the sales register or customer service desk. It also can be redeemed by tying the offer back to the customer's loyalty card when the consumer makes the purchase associated with the coupon before the expiration date. A simpler approach is to provide a discount code, which can be entered into the transaction field at the client's Web site for discounts off of their products.

Mobile couponing (or vouchering) presents an excellent opportunity during a mobile promotion to drive action and affect consumer purchase behavior.

Currently, the most prolific way to incorporate a mobile coupon/voucher is via text messages. As part of the promotion, the consumer receives an SMS that contains a special offer and/or promotional code. Offers should have high perceived value to the consumer and, where possible, be unique to mobile.

Using various offer codes can help track the cross media that generated the best response. For example, one offer code can appear in a print ad, while another one can appear on a billboard.

Where the redemption will take place is an important consideration. The message on the phone can be presented at point of sale, such as a fast food restaurant or retailer. Alternatively, an offer code can be input on a WAP-based mobile Web site to provide the consumer with the benefit. For brick-and-mortar programs, store education and store signage that reinforce the program are essential to success.

There are some limitations, though. Most successful trials have been offers within a controlled sales channel. Thus, it is easier when the product or service is owned by the marketer, such as in the case of a fast food restaurant. Retailers such as Wal-



mart or Best Buy can also more easily take advantage of mobile vouchers. Grocery presents the greatest challenges, due to the low price point and variety of most consumer packaged goods sold.

Other challenges exist for mobile couponing in the U.S. market. Overseas, there have been many successful tests using MMS messaging, which provide consumers with a bar code that's displayed on their phone screen and then scanned at the point of sale using special scanners. These campaigns have had strong results. A good example is the Vodafone Live Music TBA Gigs program, where consumers won concert tickets that were delivered via MMS to their phone. Special readers were at the venue to identify each unique ticket. For more information, visit www.enpocket.com/news/press-releases/vodafone-uk-and-enpocket-power-summer-season-of-secret-music-gigs-with-richer-mobile-marketing.

Another alternative is the mobile coupon wallet, which provides consumers with graphical offers that are easily stored for future use. Companies such as CellFire have a great visual product, but unfortunately lack the distribution to make them universally capable. Consumers would have to first download an application to their phone, and of course their phone must be compatible. Those two requirements create significant barriers to use and to the campaign's success.

In conclusion, some best practice advice is to:

- Leverage the wide reach of SMS, which is built into virtually all handsets sold over the past few years.
- Make the offer compelling but simple.
- Free is good, but tie it to purchase to avoid a runaway program.
- Expirations are okay, but consider the value of the offer (e.g., make it good for the whole month rather than indefinitely).
- Educate and prepare your store employees; get their buy-in that the brand is doing something cool and progressive
- Test, test, test

For a case study about how McDonald's used mobile coupons to increase late-night sales, visit <http://mmaglobal.com/modules/wfsection/article.php?articleid=553>.

Contests (e.g., Trivia, Scavenger Hunts)

A contest requires 'skill' on the part of the participant. For example, it could involve answering trivia questions, taking a photograph or submitting an essay. Entries are then judged according to a set of criteria that has been explained in the rules. Mobile-based contests are increasing, and they are becoming more efficient to implement as mobile technology advances.

Polling/Voting

Polling or voting applications allow consumers to respond to a series of questions. A variety of different questions may be posed at any time on

the same short code and are separated by keywords. Questions can be provided in the call-to-action (e.g., broadcast, print ad, billboard), with no questions delivered via SMS. For polls with multiple questions, the style of the answer sent via text message determines which poll question is being answered (e.g., music: A, B, C, D; sports: 1,2,3,4; politics: Yes, No). Users can receive the current results (expressed in percentages) as a follow-up message. Only one question may be answered at a time. Polling applications can also be premium billed. However, if the polling/voting application is premium and tied to a sweepstakes, you must provide an alternative, free means of entry.

Mobile Web (WAP)

Mobile Web portals – usually based on the Wireless Application Protocol (WAP) – can also be incorporated into mobile marketing promotions. In this case, a mobile Web page is accessed through the handset's browser in order to access images and information about the promotion.

The mobile Web page(s) serve as a "destination" on the mobile device, allowing a marketing message to go beyond the 160 character limit of SMS. A link to a mobile Web site can be inserted into the text message and serve as a shortcut to richer content, such as video clips. Most carriers (with the exception of Verizon) allow consumers to "click" the link to go to the mobile Web page. Choices for mobile content, such as available ringtones or wallpapers, might be more suitable to showcase on the mobile Web.

In addition, mobile Web is a great way to gather consumer data during mobile marketing campaigns. Form fields on a mobile Web page can gather important demographic information, such as age, gender or zip code. Preferences or opt-ins can also be gathered. Check boxes and radio buttons work well in the mobile environment, versus long form data entry fields. These can be used, with discretion, but remember that most consumers don't own handsets with QWERTY keyboards, so long text entries are not preferred.

Furthermore, promotion terms and conditions can be placed on a mobile Web page so that consumers may review. Essentially, any deeper level of information that must be conveyed during a promotion can be placed on the mobile Web.

Here is an example of a WAP portal:

Mobile.nikebasketball.com
 Nikebasketball Mobile was created for users to view product info, find store locations, download mobile wallpapers, and get the latest info about nikebasketball in the blog section. Users with compatible phones could also download rich media content like commercials, shoe rotations, and the J2ME-based family application.



Premium and Promotional Content Downloads

Marketers often would like to leverage their own content or third-party content for mobile promotional or premium purposes. The complexities that revolve around premium and promotional content should be explored. For example, not all carriers will accept promotional content downloads, and premium content downloads require double opt-in for direct billing to the consumer's mobile phone bill. Additionally, premium content short codes must be provisioned for the specific price point. Other considerations include:

- Content Formatting
- Handset Testing
- Carrier Approvals
- Short Code Price Point Provisioning (Premium only)

Here are a few examples of promotional content download:

- P Diddy customer voicemail and Sweepstakes from GQ Magazine
- Consumers Text "Diddy" to 47624 (GQMAG) to enter to win a trip to New York to meet P Diddy and as a reward customers can download the free custom voicemail.
- My Coke Rewards: Consumers purchase Coca Cola products to collect codes "under the cap" that can be redeemed for promotional mobile content such as ringtones, wallpapers and games.
- Ford Mustang: Consumers can download promotional Mustang wallpapers and ringtones from Ford.com

Premium Content Download Examples:

- www.jamster.com
- www.muchmusic.com

Common Promotional Mechanics

For every promotional tactic, there is a set of mobile marketing common elements that will need to be addressed for each campaign.

Campaign Objectives

Like all marketing efforts, it is crucial that you establish objectives for your campaign. Some examples and thought starters would be:

- Generate xx number of mobile opt-ins
- Generate xx number of registrations
- Generate xx number of entries
- Generate xx number of game plays
- Distribute xx number of coupons

Promotion Administration

Promotion administration is a standard set of items that must be in place for any promotion, mobile included. These include:

- Official Rules
 - Abbreviated official rules
 - Access to rules
- State filings (if required)
- Insurance bonds (if required)
- Winner affidavits (if required)
- Alternative means of entry (referred to as AMOE)

Promotion administration should always be provided by a professional promotion services firm to ensure legal compliance. The implementation of several of the items above (i.e. Access to Rules and AMOE) are subject to client policies and risk tolerance, and they must be reviewed and approved by the client's and agency's legal counsel.

Other items to consider are:

- Age verification, which can be incorporated into the promotion flow if desired
- Potential use of mobile WAP to provide access to rules

Opt-in/Opt-out

One of the primary reasons for conducting mobile promotions (or any promotions for that matter) is to generate a database of consumers who have opted-in to begin a relationship with your company or brand.

The proper management of opt-ins and opt-outs is absolutely crucial to the success of any mobile promotions you conduct. It is also imperative that your promotion follow the guidelines as outlined by the MMA and that it adheres to all privacy laws and regulations.

For more guidance about opt-in/opt-out, download the MMA's Code of Conduct for Mobile Marketing, available at <http://mmaglobal.com/modules/content/index.php?id=5>, and the MMA's Consumer Best Practices, available at www.mmaglobal.com/bestpractices.pdf.

Promotion Flow/Behavior

When planning your overall promotion, and the mobile component of it, it makes sense to map out the anticipated behavior flow of the promotion. This is especially important when the promotion will take place across multiple channels, such as mobile, broadcast/cable, print, in-store, online, on-pack and in-venue.

Consider the following questions:

- Where does the promotion begin? Where does it end? Does it end?
- What behaviors are you trying to drive? (There can be multiple behaviors.)
 - Broadcast or Radio to mobile?
 - In-store to online?
 - In-store to mobile?
 - Mobile to in-store?
 - On-pack to mobile?
 - On-pack to online?
 - Online to mobile?
 - Mobile to WAP?
- What media can be leveraged to drive the desired behavior?

When thinking through the behavior flow, it is VERY important to keep in mind that participants will not necessarily behave in the way that they're "supposed to." Part of your planning must include what happens if participants "go the wrong way?" Will they receive error messages, be pointed in the right direction or left in the twilight zone?

Creative

Creative for mobile promotions is an interesting challenge at this point in the evolution of the mobile channel.

Some baseline considerations:

- SMS messages can be up to 250 characters (including spaces) in length, but it can vary by handset. The safest is to limit messages to 160 characters.
- MMS capabilities vary by handset model.
- Like all promotions, copy is key! With so little text available, your message must be compelling and your instructions crystal clear.
- It is very tempting to use mobile shorthand to save characters. This is acceptable but should not be overdone as it can quickly become difficult to read. Consider your target. For example, teen-agers are more comfortable with SMS-style shorthand than older demographics are.
- The promotion sponsor must be clearly identified. You should include a "Help" keyword and a "Rules" keyword.

Short Codes

"Common Short Codes (CSCs) are short numeric codes – five to six digits – to which text messages can be sent from a mobile phone in order to access a wide variety of mobile content. CSCs are easy to remember,

and they are compatible across all participating carriers. CSCs can be leased by anyone interested in interacting with the U.S. market's or more than 236 million wireless subscribers.

Behind the scenes, applications take advantage of CSCs to provide an interactive wireless experience. The application routes all messages addressed to its registered CSC number from any and all wireless networks initiating a message. Similar to a website URL, a CSC can be promoted to drive end users to a common method of interaction." (© 2006 CTIA - The Wireless Association®)

It's highly likely that you're going to need a CSC in order to implement your promotion.

The two components required are a **keyword** and a **CSC**.

The **keyword** is what the participant sends to the **CSC**. For example, the promotion instructions could be:

Txt the word "Enter" to 56566.

56565 is entered in the To: part of the message

Enter would be typed into the subject area of the message.



This is important as you have the ability to use different keywords with the same CSC to enable multiple possible responses. For example:

Txt the word "Rules" to 56565 to receive the official rules.

Txt the word "Coupon" to 56565 to receive a WAP link to for a coupon.

Txt the word "Dates" to 56565 to receive dates for the next three concerts.

Note that the CSC is the same. The application that is written for this promotion would interpret the keyword and send the appropriate response.

CSCs can be obtained only through an Aggregator. There are generally two types of CSCs: Random and Vanity. A Random CSC is just a series of random numbers. The numbers in a Vanity Code spell something that is usually related to the brand or the promotion, such as 74992 (pizza).

Vanity Codes are more expensive and take longer to obtain. It's important to note that CSC's are not exactly like Web site URLs. For example, CSC's are basically 'rented' for the period of the promotion. Also, with Vanity Codes, keep in mind that each digit represents 3-4 letters, so although 'Sigma' is '74461,' it can be numerous other words or letter combinations, as well.

For more information about CSC's, download the MMA's Short Code Primer at www.mmaglobal.com/shortcodeprimer.pdf.

Call/Message flow

A key planning tool for your promotion will be the detailed call or message flow diagram. This is much more detailed than the behavior flow discussed above.

The message flow (see samples below) captures every possible interaction between participants and the mobile application. It includes all pathways and responses and error messages.

Table 1: Sample Flow #1 (Sweepstakes/Instant-Win)		
Short code	62957	
Keyword	WIN	
Notes	All text messages must be no longer than 160 characters. MT = Mobile-terminated message. This is a message sent from the aggregator system to a program participant's mobile phone. MO = Mobile-originated message. This is a message sent from a participant's phone to the short code, and thus received by the aggregators system.	
MESSAGING FLOW: XYZ Mobile Sweeps and Instant Win		
Description	Message Flow	Text Count
CTA	Participant sees call to action on advertising/promotional material to send the keyword "WIN" to the short code 62957	
MT Instant Winner Text	XYZ Brand: INSTANT WINNER! <prize 15 char> 2 redeem: GO 2 xyzsweeps.com, enter Pin:55555, OR call 1-800-555-0500 for instructions. UR also entered in sweeps.	155
MT User already entered	XYZ Brand: Thnx, but U already entered. Sorry, 1 entry per mobile phone. C Rules at xyzsweeps.com or visit store. Reply with: STOP to unsubscribe, or HELP 4 info.	160
MT User Confirmation – non instant winner	XYZ Brand: Thnx for playing! Your entry was received. For another chance 2 win or 4 rules go 2 xyzsweeps.com.	107
Help Interaction:		
MO	HELP	

Table 1: Sample Flow #1 (Sweepstakes/Instant-Win) Continued		
MT- Customized	XYZ Brand: Hi! This is the XYZ Mobile Game. U must B 13+ 2 enter. 1 entry per mobile phone. 4 rules visit xyzsweeps.com or visit store. Send STOP to unsub.	
OPT Out:		
MO	STOP, END, QUIT, CANCEL, UNSUB-SCRIBE	Standard
MT - Customized	XYZ Brand: Sorry 2 see U go! U R unsubscribed from the XYZ Mobile Game. U will receive no further msgs. 4 more details, visit xyzsweeps.com or C store.	153
Error interaction:		
MT, error message User send characters other than recognized keywords, HELP, or Unsubscribe	XYZ Brand: Sorry we didn't understand your response. You sent <first 15 char>. Please try again.	94

Message Sample Flow #2- Keyword to Short Code Sweepstakes:

The consumer experience will be as follows:

1. Consumer is prompted by marketing materials to send a text message with keyword to short code "to enter to win."
2. Consumer texts the keyword to the short code.
3. Consumer receives automated response SMS thanking them for enrolling.
 - Example: "Thank you for entering to win the sweeps! You are enrolled to win the grand prize. Stay tuned to hear if you are a winner. STANDARD TXT RATES APPLY."
4. Winner receives text message or phone call to respond to redeem prize.

The text message interactions will be as follows:

1. Standard Format

Consumer sends correct keyword to short code and is therefore entered successfully:

MO: Keyword

MT: You are entered for a chance to win! See privacy policy & sweepstakes official rules at www.sweepstakes.co

2. Incorrect Format

Consumer sends wrong keyword to short code and is sent unrecognized message: MO: WRONG Keyword

MT: Sorry! We do not recognize your response. Please check the

text of your message and try again. (The incorrect format can also be specific to the sweeps program: Sorry I don't understand text "NYC" to "12345" to play sweepstakes)

3. Multiple Entries (Optional)

Phone can be blocked for the remainder of the sweepstakes if user (identified by his or her cell phone number) enters more than once. A single "multiple entry" message will be sent to explain that they can only enter once.

MO: Keyword already entered

MT: You may only enter once. For official sweepstakes rules & privacy policy, go to www.sweepstakes.com

4. Sweepstakes End

When sweepstakes has ended, any consumer who attempts to opt-in will get a "Sweepstakes End" message. It is good practice to keep this on at least two weeks after program has ended. After that time, the consumer will not receive any response to entry.

MO: Keyword

MT: Sorry, the Sweepstakes has ended. You will not be entered to win. See the official rules and privacy policy at www.sweepstakes.com

5. STOP SEQCUC (Stop/End/Quit/Cancel/Unsubscribe) Response

As required by the carriers and best practices, response must be given to various opt-out keywords. Opt-out confirmation must be delivered.

MO: STOP (or any of the above mentioned)

MT: You have successfully unsubscribed. No further messages will be sent.

6. HELP Response

As required by the carriers and best practices, keyword help must provide a response with certain information (Sponsor of sweepstakes, Web or phone contact information, Description, Cost if any and How to opt-out.)

MO: HELP

MT: Sweepstakes (name). No purchase necessary. See the privacy policy and official rules at www.sweepstakes.com. Contact us at sweeps@sweepstakes.com Reply STOP to stop messages.

MO: STOP (or any of the above mentioned)

MT: You have successfully unsubscribed. No further messages will be sent.

Message Flow Sample #3- UPC/Keyword Instant Win

It is crucial that your message flow be as detailed as possible and that it capture all possible pathways and responses. The message flow will drive the development of the mobile promotion application and database, as well as all the copy and creative needed.

UPC/Keyword to Short Code for Instant Win Contest:

The consumer experience will be as follows:

1. Consumer is prompted by marketing materials to send a text message with UPC/keyword to short code "to enter to win."
2. Consumer texts the UPC/keyword to the short code.
3. Consumer receives automated response SMS thanking them for enrolling, as well as indicating whether or not they are a winner.
 - Example: "Thank you for entering to win the sweeps! You are an instant winner. Redeem prize by following (instructions)."
4. Winner redeems prize by following instructions.

The text message interactions will be as follows:

1. Standard Format - Winner

Consumer sends correct keyword to short code and is therefore entered successfully, and is a winner:

MO: Keyword

MT: Congratulations! You are a winner of the Instant Win Contest. Redeem prize by following (instructions). To find privacy policy and official rules, visit www.contest.com or contact (sponsor) at instantwin@contest.com.

2. Standard Format- Not a Winner

Consumer sends correct keyword to short code and is therefore entered successfully, and is not a winner:

MO: Keyword

MT: Sorry! You are not a winner. Please try again. To find privacy policy and official rules, visit www.contest.com or contact (sponsor) at instantwin@contest.com.

3. Additional Chance to Win - Through Qualified entry (optional)

Consumers who do not win instantly may be asked to play again using qualified entry. This will engage the consumer longer and offer an additional chance to win.

MO: Keyword

MT: Sorry! You are not a winner. Please try again. To find privacy policy and official rules, visit www.contest.com or contact (sponsor) at instantwin@contest.com. Want to play for a new chance to win, Play "Contest 2." Reply, Y.

MO: Y

MT: For a chance to win Contest 2, answer this (question).

MO: (Answer)

MT: You're correct. You are entered for a chance to win! See privacy policy & contest official rules at www.contest.com.

4. Incorrect Format

Consumer sends wrong keyword to short code and is sent unrecognized message:

MO: WRONG Keyword

MT: Sorry! We do not recognize your response. Please check the text of your message and try again. (The incorrect format can also be specific to the instant win program: Sorry I don't understand text "12345" to "ABCDE" to play contest).

5. Contest End

When instant-win contest has ended, any consumer who attempts to opt-in will get a "Contest End" message. It is good practice to keep this on at least two weeks after program has ended. After that time, the consumer will not receive any response to entry.

MO: Keyword

MT: Sorry, the Contest has ended. You will not be entered to win. See the official rules and private policy at www.contest.com

6. STOP SEQC (Stop/End/Quit/Cancel/Unsubscribe) Response

As required by the carriers and best practices, response must be given to various opt-out keywords. Opt-out confirmation must be delivered.

MO: STOP (or any of the above mentioned)

MT: You have successfully unsubscribed. No further messages will be sent.

7. HELP Response

As required by the carriers and best practices, keyword help must provide a response with certain information (Sponsor of contest, Web or phone contact information, description, cost (if any) and how to opt-out.)

MO: HELP

MT: Contest (name). No purchase necessary. Privacy policy and official rules at Contest.com. Contact us at instantwin@contest.com Reply STOP to stop messages.

ADDITIONAL BENEFITS NOTES:

Keywords can define data:

- Point of purchase (e.g., participating retailer)
- Location (e.g., state)
- Age verified (birthday)

Create Mobile Database:

Sweepstakes and contests can add increased opportunities to communicate with opt-in consumers. Sponsors of sweepstakes and contests can send an additional follow up SMS message that allows the consumer to opt-in to receive updates, special offers, alerts and other information from the sponsor. For example:

MT: Would you like to receive (weekly/monthly) messages from (Sponsor). Reply "Y" to opt-in.

MO: Y

MT: Thank you! Stay tuned, you are now signed up to receive weekly/monthly messages. Reply STOP to end messages.

Data Management

It is very important to keep in mind that a mobile promotion is really just one step in what should be an ongoing relationship with the participant. When planning your program and choosing implementation partners, you should try to avoid situations where the promotion is executed as a 'one-off' and valuable data is not captured or incorrectly captured.

Ideally, your approach to implementing mobile promotions should be viewed from a direct marketing perspective. Your planning process should take into consideration the following types of questions:

- What data are you capturing from participants?
- Are you appending each mobile profile with all of their mobile transactions?
- How are you going to follow-up with those participants who opt-in? How often? With what offers or promotions?
- How are you going to track what they respond to, and what they don't?
- How often should you send messages?
- How are you going to segment your mobile audience? Have you captured the information needed to fulfill your segmentation strategy?

The answers to the questions above will vary according to industry, product category, and target audience.

Reporting

Similar to online promotions, mobile promotions offer a wealth of potential data. Your mobile promotion provider should be able to offer you online access to real-time reports that include the following:

- Number of registrants (per time period)
- Number of entries or instant-win game plays (per time period)
- Percent of distribution across carriers

Testing

All mobile promotions should undergo extensive testing prior to launch into the marketplace. Testing should be conducted on several levels:

- User testing
 - Is the flow clear?
 - Do users understand the promotion and the instructions?
- Carrier and handset testing
 - Does the application run successfully on all desired carriers?
 - Does the application run on the majority of popular handsets available?
- Pathway and responses
 - Are all responses being sent properly?
- Data capture and appending
 - Is all data being captured by the database application?
 - Are responses and opt-ins being flagged properly in the database?
- Load Testing
 - Can the application handle the traffic anticipated?
 - Can the application scale quickly if the response turns out to be higher than expected?

Monitoring

Mobile promotions must be monitored 24/7/365 for any potential issues. Your mobile promotion provider should be monitoring the following:

- Operability across all participating carriers
- All applications and databases
- Customer service inquiries for technical problems

Customer Service

Part of your mobile promotion planning must include customer service mechanisms for participants who encounter difficulties or have questions about the promotion.

- Is there a number to call or an e-mail address to get assistance?
- What happens if the participant calls their carrier?
- Do you have a set of answers available for CSRs?
- Is there a mechanism in place to refer non-promotion related issues to the proper place for resolution?

Results Analysis

Like any promotion, the results of the mobile component of your promotion should be analyzed and compared to your original objectives. Some things to consider that are unique to mobile promotions:

- What media generated the highest response?
 - Remember, you can utilize different keywords for different sources.
- Were there any issues with any specific carriers versus the other carriers?
- Was there significant fall-off at any point in the flow that might imply improvement for the next promotion?
 - Were there too many steps required to participate?

Fulfillment

Like any promotion, prize fulfillment should be handled by a professional promotion services firm:

- Process for follow-up, especially if registration information only includes the mobile phone number
- Validation of eligibility
- Obtaining affidavits and press releases (if necessary)
- Distribution of prizes and follow-up as required
- Distribution of 1099's if the prize value is over \$600.

Fraud

Mobile promotions can be subject to certain types of fraud. Your promotion services firm should be diligent in monitoring suspicious activity.

Who We Are

About the Mobile Marketing Association

The Mobile Marketing Association (MMA) is the premier non-profit global association that strives to stimulate the growth of mobile marketing. The Mobile Marketing Association is an action-oriented association designed to clear obstacles to market development, to establish guidelines and best practices for sustainable growth, and to evangelize the mobile channel for use by brands and third-party content providers. MMA members include agencies, advertisers, hand-held device manufacturers, wireless operators and service providers, retailers, software and services providers, as well as any company focused on the potential of marketing via the mobile channel. The Mobile Marketing Association's global headquarters are located in the United States.

For more information, please visit www.mmaglobal.com

Mobile Promotions & Sweepstakes Task Force

The Mobile Promotions & Sweepstakes Task Force will develop an educational document that will serve to assist promotional marketers seeking to extend their promotional programs to the mobile channel.

The Mobile Promotions & Sweepstakes Task Force, chaired by VeriSign, Inc and Corsis, developed this guide in collaboration with MMA member company representatives from:

Mobile Promotions & Sweepstakes Task Force	
AOL	Kikucall
Airborne Entertainment	Limbo, Inc.
AirG	LimeLife
Cascada Mobile	Mobile Lingo
Chappell & Associates	Motricity
CondeNet	mSmart
Connect 1.2.1	NeuStar
Corsis	New Motion, Inc.
Distributive Networks	Push Five
Enpocket	SinglePoint
Handmark	Sprint
Hook Mobile	The Walt Disney Company
IAG Research	VeriSign, Inc
ipsh!	Zingy, Inc.

References

The following links provide additional sources of information and reference:

Mobile Marketing Association

www.mmaglobal.com

MMA Code of Conduct for Mobile Marketing <http://mmaglobal.com/modules/content/index.php?id=5>

MMA Consumer Best Practices www.mmaglobal.com/bestpractices.pdf

MMA Short Code Primer www.mmaglobal.com/shortcodeprimer.pdf

Common Short Code Administration

www.usshortcodes.com

Promotional Marketing Association

www.pmalink.org

Canadian Wireless Telecommunications Association

<http://www.cwta.ca>

<http://www.txt.ca>

CTIA - The Wireless Association®

www.ctia.org

Contact Us

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Glossary of Terms

The MMA maintains a nomenclature glossary for all terms within MMA guidelines, education documents and research. The glossary is available at <http://www.mmaglobal.com/glossary.pdf>



The Mobile Marketing Association (MMA) is the premier global association that strives to stimulate the growth of mobile marketing and its associated technologies. The MMA is a global organization with over 450 members representing over forty-two countries. MMA members include agencies, advertisers, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.