

## **SMS Marketing**

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It's early days for using text messaging in promotional campaigns. But Chatter™ is happy with its first ventures into SMS marketing.

Teenagers use it a lot, as do a number of other mobile users. SMS (short message service) is becoming a very popular way of contacting people. According to the mobile operators, there are some one billion text messages sent daily.

But what about its use in reaching consumers with promotional and marketing material?

According to Aidan Dunne at MCM Communications, SMS is important because it is largely a creation of the consumer. "They discovered it, promoted it and invented a language and protocol appropriate to the technology."

"The trick will be to somehow replicate the sort of emotional relationships which sponsorship can achieve. And SMS could be a neat way of doing it - an effective medium, especially for targeted audiences."

To do this, advertisers must excite the consumer by promising to deliver useful information and/or entertainment.

Which is exactly what made recent promotions for Chatter successful. Campaigns rely heavily on media distribution marketing and a key was that recipients of the text messages wanted to be involved.

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