

COLUMNS

Three quarters of businesses don't understand mobile messaging

August 27, 2012



By **Darren Daws**

A report has found that 86 percent of businesses were not aware of the high response rates of SMS and, similarly, 75 percent of businesses did not know that 97.5 percent of all text messages are usually read within five seconds.

Interestingly, though, the report also found that 67 percent of business owners actually preferred mobile messaging and mobile Web compared to applications, and two-thirds stated that they found SMS more effective than email in their overall marketing campaigns.

This research suggests that even though businesses are aware of mobile messaging, they are still slow at understanding its true potential.

Great buttons

There are many ways that mobile can be used for businesses to boost profits, communicate with customers and run efficient operations, but this year mobile messaging has come out on top.

Consumers are using it more and even British regulator Ofcom recently stated that more people in Britain use their phones to text than to make calls these days. There has been a clear shift away from traditional ways of staying in touch.

There is still work to be done to educate businesses to communicate with their customers in this way.

The Great British Mobile Survey delved into the hearts and minds of 600 businesses across Britain and asked how they used, and what they thought about mobile marketing and communications.

Our research indicates that many businesses are aware of mobile messaging, but there are still some who are yet to tap into the full potential of how powerful it can be as a business driver.

Whether businesses have a mobile strategy or not, there will always be a place for opt-in bulk SMS within their marketing mix.

Olympic effort

After 23 years since the first text message was ever sent, it still has an important role to play as a driver for action, response or as a delivery mechanism. The problem for many businesses is understanding what mobile entails, how versatile it can be, and how it can be used to target audiences on mass.

Take this year for example for example; the British Queen's Diamond Jubilee, the London Olympics, the many festivals and events happening.

It forces the question: how do smaller companies cut through all of this noise to reach their existing and potential

At this question, how do smaller companies cut through all of the noise to reach their existing and potential customers? How do you rapidly reach out to a mass audience on the fly? How do you capture their contact details and communicate targeted messages to them in seconds?

Mobile messaging gives you the tools to do this.

After all, is not marketing about convenience, speed and that personal touch?

Darren Daws is managing director of Textlocal.com, Chester, England. Reach him at ddaws@textlocal.com.

© 2020 Napean LLC. All rights reserved.

American Marketer is published each business day. Thank you for reading us. Your **feedback** is welcome.