

Premium SMS Buyers' Guide

Prior to devising a Premium SMS campaign, many factors need to be considered. MessageNet suggest identifying the following 5 main issues:

1. Objectives

Are you looking to conduct a sales promotion or build a database for future use? Or are you looking at generating revenue or promote your brand?

2. Data Capture

Instructions may appear easy to follow, yet the more data you try to capture via SMS, the more invalid entries you are likely to receive. This leads to irate customers, and more calls to your call centre, reception or marketing department.

3. Handling the campaign mechanics

Important consideration is due to the following:

- Terms & conditions
- Permits
- Invalid entries
- Prize redemption
- Customer complaints and enquiries
- Notification and publication of winners

4. Campaign Support

How will your campaign be supported and promoted? Eg point of purchase, packaging, advertising, direct marketing, viral marketing etc.

5. Value

How much to charge. Consider your pricing structure; will you bill customers for receiving messages from or for sending messages to you?