


 A graphic with the title 'MARKETING ON THE MOVE' in large, bold, white letters. The text is set against a background of several colorful envelopes (pink, blue, yellow, red, teal) scattered around. Below the title, two black smartphones are shown, one on the left and one on the right, with yellow lightning bolts striking them.

MARKETING ON THE MOVE

Echo Daily's Business Builder platform is making it easier for its customers to reach increasingly mobile consumers

With more and more consumers recognizing and responding to various mobile marketing techniques, mobile marketing and purchasing is rapidly trending upward. The humble text message remains the simplest form of mobile advertising with the broadest audience. In fact, \$1 of every \$5 spent on mobile advertising in the U.S. goes toward text message advertising, according to Evan Neufeld, author of a short code study published by M:Metrics.

"I would expect that ratio to remain stable for several years, because SMS mobile marketing continues to be the best and possibly only way to reach the 50 percent of Americans who don't have smartphones," says Neufeld.

A 2011 study by ABI Research found that consumers worldwide sent more than 7 trillion SMS messages last year, indicating obvious potential for marketers. "Traditional marketing is not going away, but merchants can reallocate some marketing dollars to new channels depending on the consumer response rate," says Randy Vanderhoof, executive director of the Smart Card Alliance, a nonprofit, multi-industry association working to stimulate the application of smart-card technology.

"By building a database of customer contacts and subsequently marketing directly to them through mobile campaigns, a business may no longer need to spend so much money on other marketing campaigns," says Jared Hackler, Executive Sales Director, Echo Daily, a company that recently launched its The Business Builder platform and a companion loyalty program. The Business Builder enrollees are assigned a short code and keyword to create interactive Turbo or Standard promotion campaigns. Once a consumer texts the assigned short code, it captures the mobile number and automatically adds it to The Business Builder database for use in future promotions. Internet access is necessary to make full use of the service, but no brick-and-mortar storefront is needed. "The

Business Builder is the solution for businesses to drive sales on demand with an instant call-to-action," says Hackler.

BUILDING A BUSINESS FOR MOBILE CUSTOMERS

"With The Business Builder, you can track transactions of services and products, and put customers on a schedule so that they receive purchase reminders when their product or service is due for an update or maintenance," Hackler says. "This helps create top-of-mind awareness and also helps business owners make an impression on their customers when they are going through the purchase process."

For just \$39 a month, The Business Builder includes Echo Daily's mobile and smart-card-oriented loyalty program, which offers businesses a sensor and a mobile wallet that is downloaded onto the customer's smartphone by companies without a storefront. Customers then wave their phone or loyalty card in front of the installed sensor at the company venue to accumulate points and redeem rewards. For clients who don't have a smartphone, loyalty cards are issued.

Together, The Business Builder and its loyalty program reduce operating expenses, maximize sales and retain customers by offering the ability to communicate discounts, incentives and purchase reminders instantly to valued consumers through email and cell phones.

Combining features such as unlimited storage for customer contacts, unlimited emailing and mobile coupons, The Business Builder provides plenty of room for growing a customer base and revenues. A \$195 installation fee includes unlimited data entry of customer contacts by a relationship manager, sensor-oriented mobile and card-based loyalty programs, and 100 loyalty cards and/or gift cards for customers who don't have an iPhone or Android. See the informational video at echodaily.com/businessbuilder.asp.

—Juliette Fairley

THE ALL-IN-ONE MARKETING SOLUTION TO DRIVE SALES ON DEMAND!



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