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SMS case study - Dawson McAllister Productions

By Staff reports

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Dawson McAllister tapped InvolveMobile for SMS initiatives

Name and city and state of marketer

Youth talk radio show Dawson McAllister Live, Spring Hill, TN.

Name and city and state of agency or marketing services firm

[InvolveMobile](#), Boise, ID.

Common short code and keywords used

Users can text in PARENTS or ANXIETY to a short code.

Objective

Popular youth talk radio show Dawson McAllister Live is using mobile to interact with its audience – young adults and teenagers facing life's issues head on.

For Dawson McAllister Live, interaction via SMS is crucial to connecting with its young 13-29-year-old audience.

The ubiquity of the mobile phone and its always-on nature makes it the best way to connect with the younger demographic.

Target audience

The weekly radio show uses mobile to bring an added level of interactivity to the call-in radio experience, and importantly to connect with their young, often troubled, listeners.

Strategy

Dawson McAllister Live uses InvolveMobile's SMS short code solutions to promote real-time engagement during the weekly radio show, which encourages young listeners to call in with their problems, ranging from family issues to drug addiction, to get advice from legendary youth advisor Dawson McAllister.

Mobile interaction on the show happens in a number of ways – via text in functionality, text alerts and automated text for info services.

Tactics

One of the most popular parts of the show is the peer-to-peer advisor where a caller's issue is thrown out to the audience.

Listeners at home can use text, Twitter, Facebook or the Web site forum to send in their advice, but texting is most popular.

Dawson McAllister Live also uses InvolveMobile's OnDemand feature to give specific, timely advice to young people in need.

Mr. McAllister encourages teens with a specific issue to text in a keyword like "parents" or "anxiety" to an

SMS short code to get an immediate automated text response containing information and Web site links for that issue.

Dawson McAllister Live has been increasingly active with InvolveMobile for over three years, proving the strength of the mobile channel to connect with people and use mobile CRM to build relationships.

In addition to text alerts and OnDemand text for info services InvolveMobile offer a range of SMS short code solutions including text to win, mobile coupons, text-to-screen and mobile clubs.

Dawson McAllister Live also keep in contact with their listeners off air via regular text alerts, which listeners can sign up for on the Dawson McAllister Web site.

Text alerts aim to cultivate a long-lasting relationship to build trust one step at a time.

The end goal is for listeners to get specific one-on-one help off air via The Hope Line, a telephone counseling service offered by Dawson McAllister Live.

Strategy quote from brand executive

"We use mobile to get a reaction from our listeners which is a big part of our radio show. Listeners are able to react and we are too," said says Ike Wingate, executive producer of Dawson McAllister Productions. "We're able to have real-time interactions.

"We pull eight to ten text messages from those that come in to read on-air," he said. "We read the area code to give localism to the feature and a name if given in their signature. By reading it on the air we're saying to the audience 'Your opinion matters. You don't know this person but you could help her.'

"We treat mobile as an interaction tool. We're dealing with an audience that doesn't trust easily, where adults are not considered the most trustworthy resource. Texting can be a very non-confrontational way to help build that trust up over time. Our goal is that they ultimately go to the Web site to get one on one help or participate in the anonymous live chat."