

Mobile Marketer™

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SMS case study - Columbus Dispatch newspaper

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Name and city and state of marketer:

Columbus Dispatch, Columbus, OH

Name and city and state of agency or marketing services firm:

Zebra Mobile, Cincinnati, OH

Campaign/program name:

Columbus Dispatch Mobile Reader Rewards

Duration:

Original Campaign: Four weeks
Mobile Rewards: Ongoing – started Fall 2009

Common short code and keywords used:

Consumers were asked to text the keyword CBJ to the short code INFOOH (463664) and the keyword UDF to the short code INFOOH (463664).



Objective:

The goal was to convert readers and users of The Columbus Dispatch, Dispatch.com and mobile.dispatch.com to members of Dispatch Mobile Rewards. We aimed to build database of member data including phone, email and name.

Target audience:

The target audience was The Columbus Dispatch, Dispatch.com and mobile.dispatch.com readers.

Strategy:

The strategy was to utilize the Dispatch.com traffic with a high interest in Columbus Blue Jackets hockey coverage to gain members.

Call to action:

Register to win Columbus Blue Jackets tickets

Tactics:

To offer great call-to-action such as winning free Blue Jacket tickets via Dispatch.com ads run via remnant space. Entries were asked to join Columbus Dispatch Mobile Rewards club via SMS and email.

Results:

1,110 entries via SMS with email address and full name submitted correctly

What is next:

We have sent several messages out asking for an action with good results. Including Blue Jackets,

Columbus Zoo, United Dairy Farmer's Convenient Stores, Columbus Pet Expo, McDonalds, Columbus Crew and Shadowbox.

Lessons learned:

I may have gathered partners to have offers scheduled to run directly after, but it was just a little more legwork.

Surprise finding:

It's pretty simple to gain members. The question is what is the value?

Bottom line...

"The Columbus Dispatch has developed a mobile strategy utilizing SMS keywords to enhance interactions with our readers," said Jessica Chalfant, circulation marketing manager at Columbus Dispatch, Columbus, OH. "We've used mobile to leverage existing retail relationships, to expand our retail presence and supplement our existing loyalty program to support audience development initiatives."

