

# SMS

SMS means "Short Message Service" and is a form of communication with short text messages sent by companies to customers or potential customers.

The function is to inform customers about offers, promotions or news. Examples of its use are notifications of special offers and SMS surveys. SMS messages can contain various advertising material such as text, links, images or videos. Direct communication and personalisation of messages increase the success of marketing campaigns.

An example of the use of SMS in marketing is the notification of customers about special offers or discounts. A retail network can, for example, send a text message to customers informing them of an upcoming sales promotion and providing them with exclusive voucher codes.

## Booking options

- |                      |  |   |
|----------------------|--|---|
| ✗ Demo booking tool* | ✗ Programmatic advertising                 | ✓ Marketing portals, Marketing automation platforms |
| ✓ Service provider   | ✗ Self service tool, media buying platform |   |

## Media segment

- |                |                                    |                      |
|----------------|------------------------------------|----------------------|
| ✗ Internet     | ✗ Out of home, digital out of home | ✗ Household, office  |
| ✗ E-commerce   | ✗ TV, cinema, moving image         | ✗ Internet of Things |
| ✗ Social media | ✗ Radio, audio                     |                      |
| ✓ Mobile       | ✓ One-to-One                       |                      |

## Media type

- |           |         |            |
|-----------|---------|------------|
| ✓ Digital | ✗ Print | ✗ Analogue |
|-----------|---------|------------|

## Target group

- |                        |                        |                        |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✗ Business-to-Employee |
|------------------------|------------------------|------------------------|

## Marketing objective

- |   |                  |                        |
|---|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✓ Customer care  | ✓ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase |                        |

## Customer Journey

- |                 |             |            |
|-----------------|-------------|------------|
| ✓ Awareness     | ✗ Purchase  | ✓ Advocacy |
| ✓ Consideration | ✓ Retention |            |

## Ad media

- |  |  |                                     |
|--|--|-------------------------------------|
| ✗ Advertisement, Banner                  | ✗ Google Business Profile              | ✗ Roof objekt                       |
| ✗ Advertorial                            | ✗ Influencer                           | ✗ Sales talks                       |
| ✗ Annual report                          | ✓ Landing-page, microsite              | ✗ Self service terminal             |
| ✗ Appointment calender                   | ✗ Location Based Service               | ✗ Shopping cart                     |
| ✗ Audio, radio spot, audio file          | ✗ Mobile payment systems               | ✗ Sign, labelling                   |
| ✗ Augmented Reality                      | ✓ Newsletter                           | ✗ Social media advert               |
| ✗ Beach flag, flag, roll-up              | ✗ Newspaper, magazine, periodical      | ✗ Social media company page         |
| ✗ Book, E-book                           | ✗ NFC                                  | ✗ Social media posting              |
| ✗ Brochure, flyer, inserts               | ✗ Offer, quotation                     | ✗ Social media profile page         |
| ✗ Catalogues, price lists                | ✗ Office equipment                     | ✗ Sponsoring                        |
| ✗ Chat, chatbot                          | ✗ Office files                         | ✗ Spontaneous event                 |
| ✗ Company entries                        | ✗ Operating instruction, user manual   | ✗ Structured company data records   |
| ✗ Configurator                           | ✗ Passers-by addressing                | ✓ Survey                            |
| ✗ Contact form                           | ✗ Petrol pump nozzle                   | ✓ Telephone and video call service  |
| ✗ Content SEO-optimised                  | ✗ Postcard                             | ✗ Unboxing                          |
| ✗ Credit card                            | ✗ Poster, billboard, pillar            | ✓ V-card                            |
| ✗ Customer card                          | ✗ Product live demo                    | ✗ Video spot, moving image          |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling  | ✗ Virtual Reality                   |
| ✗ Display stand, light box               | ✗ Product sample                       | ✗ Virtual, voice assistant          |
| ✗ E-mail, signature banner               | ✗ Programmatic print                   | ✓ Vouchers, coupons, discount cards |
| ✗ E-paper                                | ✗ Promotional items                    | ✗ Web layer                         |
| ✗ Event                                  | ✓ Push, text messages                  | ✗ White paper                       |
| ✗ Exhibition stand, event modules        | ✗ Quality seal                         | ✗ WLAN for visitors                 |
| ✗ FAQ                                    | ✗ QR code, link                        |                                     |
| ✓ Games, competitions                    | ✗ Rental addresses, target group areas |                                     |

## Connected media channels

App (Brand, topic)  
Call centre  
Consulting, support, training  
Corporate lounge areas  
Customer loyalty programme  
Delivery  
Email, email newsletter  
Event  
Extranet  
Field sales force  
Location-based service  
Messenger  
Online shop (Brand)

Point of sale (POS), Showroom  
Print mailing  
Reviews, recommendations  
Website (Brand, topic)  
Wi-Fi hotspot (brand location)