

How to Leverage Mobile Messaging for Your Station and Advertisers



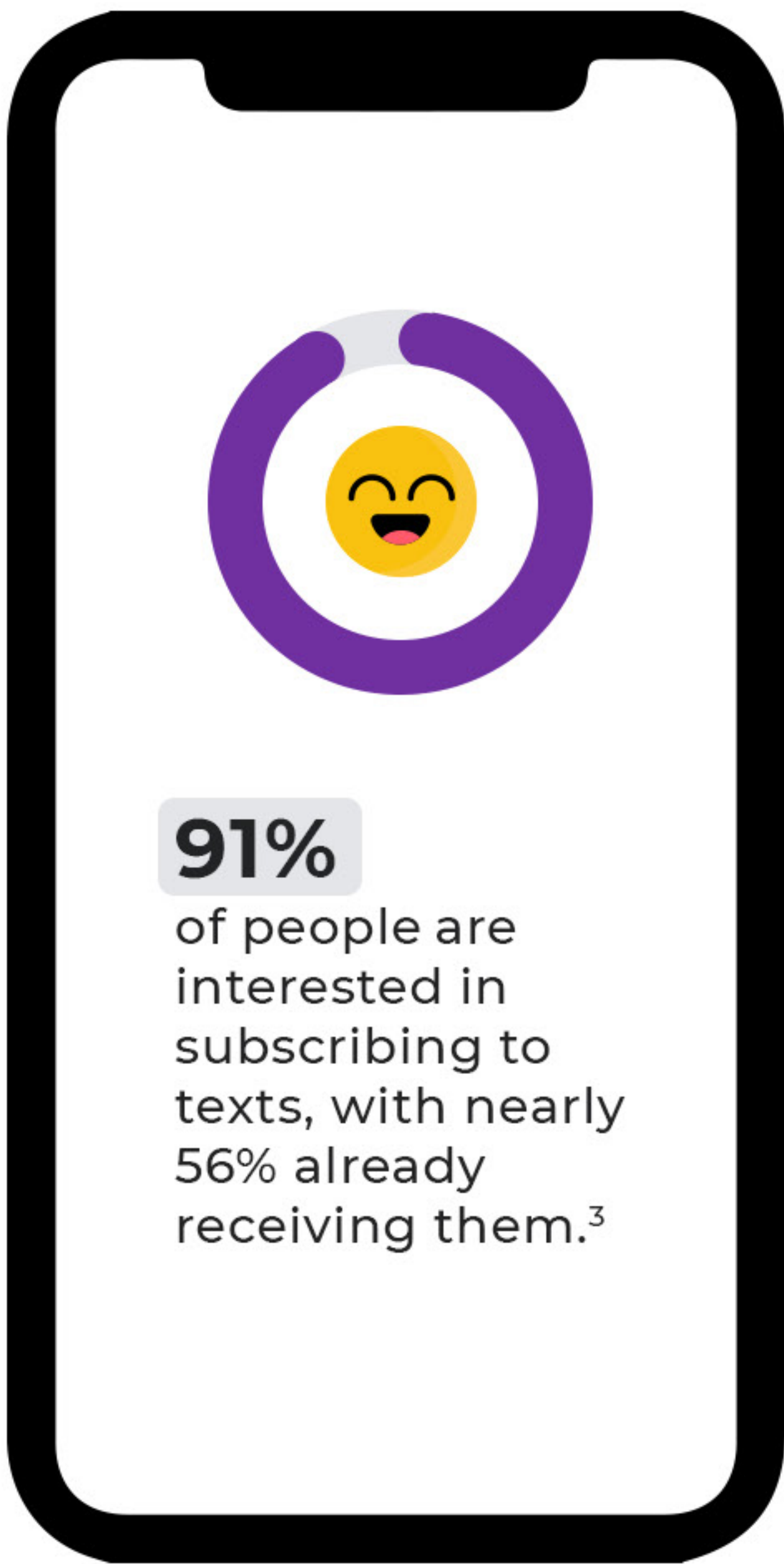
Mobile messaging is an effective digital marketing strategy that can support your station’s engagement efforts and is an excellent product to sell to advertisers.

Mobile Messaging Drives Engagement and Action

Consumers are **more likely to open text messages** than any other digital communication.¹

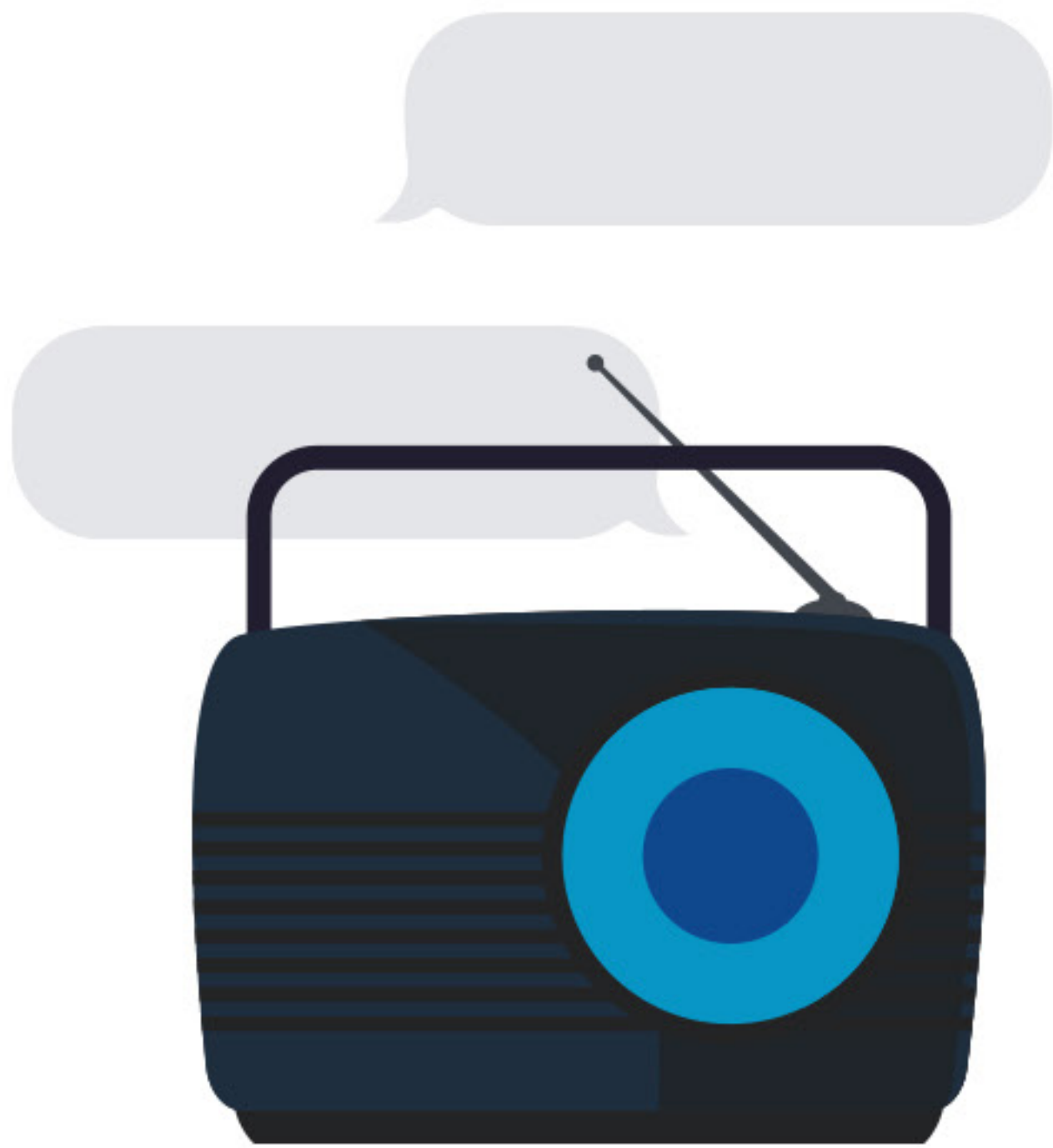
Mobile messages have up to a **99% open rate** — nearly five times that of email.²

Read 10:32 AM

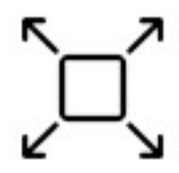


When SMS is part of a marketing campaign, companies see SMS coupon redemption **10 times greater** than that of traditional coupons.⁴

How Stations Can Use Mobile Messaging



Share community updates: SMS can be news central for subscribers, providing critical information about traffic, weather and other vital communications.



Extend programming: Distribute clips, contests and podcasts in this channel.



Promote contests: Text messaging is an excellent channel for sweepstakes, instant-win games and trivia, providing listeners an easy way to enter. You can also monetize contests with sponsor taglines in the message.

How Advertisers Can Use Mobile Messaging



Offer promotions: Businesses can send special offers to subscribers to drive them to visit the location and make a purchase.