# How to Leverage Mobile Messaging for Your Station and Advertisers



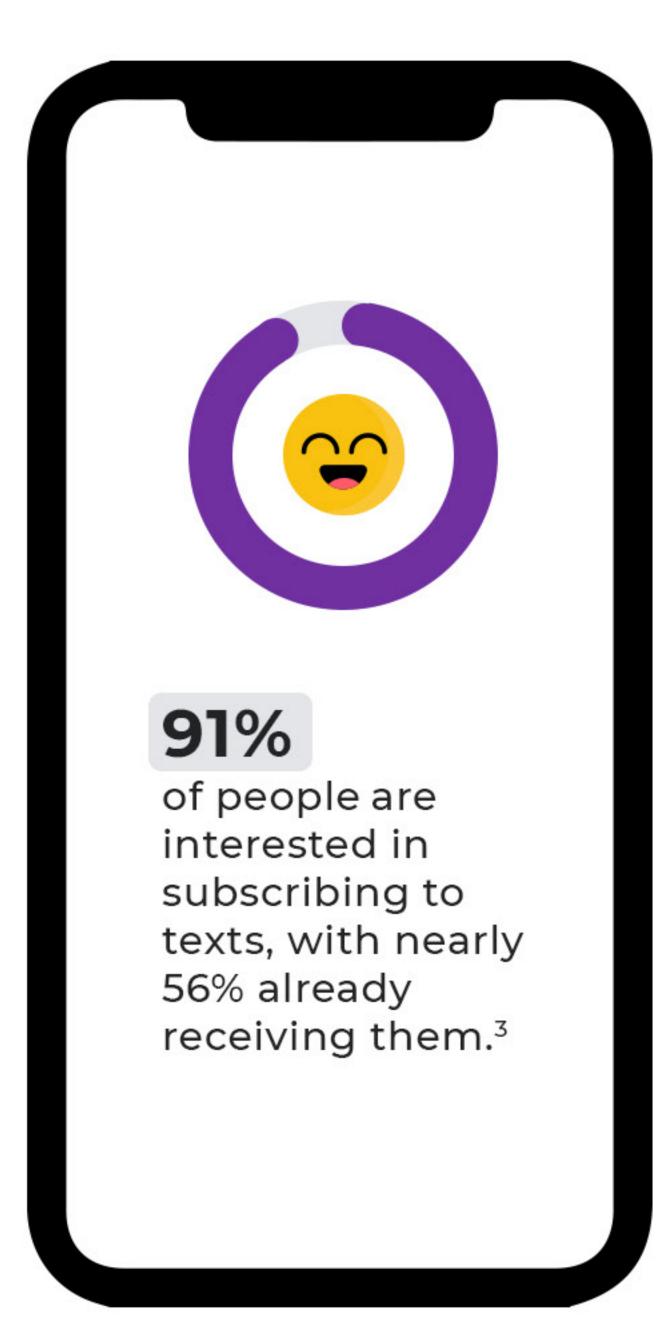
Mobile messaging is an effective digital marketing strategy that can support your station's engagement efforts and is an excellent product to sell to advertisers.

#### 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

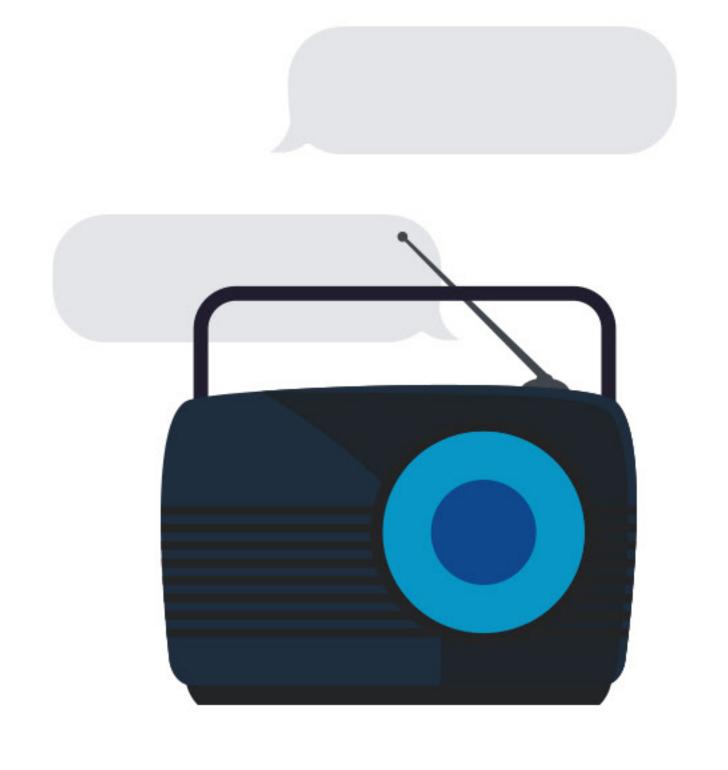
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When SMS is part of a marketing campaign, companies see SMS coupon redemption 10 times greater than that of traditional coupons.4

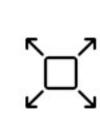
### How Stations Can Use Mobile Messaging





#### 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:**

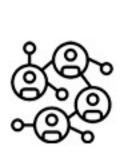
Text messaging is an excellent channel for sweepstakes, instant-win games and trivia, providing listeners an easy way to enter. You can also monetize contests with sponsor taglines in the message.

### 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.



#### Add as part of an integrated campaign:

SMS is a quick and easy channel to help advertisers meet their goals. By inserting mobile messaging as a tactic, they can reach more people.





#### Collect first-party data on subscribers:

Businesses can gather first-party data based on the customer's previous interactions, which further enriches their profile. It can help advertisers personalize offers and target specific customer segments.



### Send loyalty club updates:

Many retailers, restaurants and other businesses have a loyalty club, and SMS is an ideal medium to keep connections strong with the most engaged customers.

With so many applications and opportunities, mobile messaging should be part of your station's marketing strategy and your portfolio of advertising solutions. It's easy to scale and one of the most cost-effective channels.

