

ESP – Integrating mobile into your email platform

Over the past few years, mobile has become an increasingly important channel within the overall marketing mix, particularly in the area of CRM. Unfortunately, many companies cannot identify best practices for integrating mobile into their marketing plans, so they're unable to develop a concise mobile CRM strategy. Mobile can be leveraged for many different types of CRM campaigns, from SMS campaigns to smart phone apps to XXX, but marketers are finding it difficult to decide which ones to execute given their limited resources.

When faced with this kind of dilemma, it's usually best to start with the low hanging fruit and then look to expand. The low hanging fruit is something that is already working, which for many companies is email. Email and mobile interact in many areas and These days, consumers are routinely using their mobile devices to receive information and notifications, so interaction between email and mobile is not a terribly intimidating concept. Adding a mobile CRM component to an existing email marketing platform is a relatively simple implementation that can make an email strategy far more effective by enabling engagement with users who don't have access to email in real-time.

Choosing the Right Mobile Partner

The right technology partner is one that can seamlessly integrate mobile CRM capabilities into existing systems and processes with minimal effort. The less effort that's required for initial integration, the lower the startup costs will be and the more resources will be available to devote to meeting more critical objectives, such as:

- ✓ Getting the maximum number of subscribers with the least amount of effort
- ✓ Adding value with personalized and customized content
- ✓ Sending content when the user is most responsive
- ✓ Creating a dialogue with little or no drop off

Where We Come In

Msgme is an easily implemented, comprehensive, mobile CRM solution for organizations that lack the resources to develop an in-house platform. Msgme enables companies to reap all of the benefits of mobile CRM by supplying them with:

- **Robust API's**
Gain unlimited access to a full suite of scalable mobile platform APIs and resources for building and integrating enterprise applications on Msgme. Developers benefit from seamless application infrastructure and resources to deploy innovative custom applications best suited for their business and customer requirements.
- **Marketing Placement**
A mobile call to action can extend a brand's engagement strategy and activate media spend across print, radio, TV and online channels. Msgme provides tools to track, analyze, and react to the performance of each placement, with the overall goal of increasing both sign-ups and sales.
- **List Building**
You've likely been smartly gathering names and email addresses from visitors to your web site and/or prior web marketing campaigns. Msgme makes it easy to filter your existing email list and target prospective customers by their geography, demographics and even their phone type.
- **Management and Reporting**
Leverage a dedicated Strategic Account Manager who will manage outbound messaging, monthly reporting, campaign analysis and optimization recommendations and ensure all campaign metrics are met. All reports can be exported to Excel and a reporting API allows data to be imported into any CRM system.