

Agencies – The Right Solution for Your Clients’ Mobile Challenges

Mobile marketing has officially turned the corner from an experimental channel to a requisite component of a comprehensive marketing strategy. At the same time, brands’ overall interactive needs are becoming increasingly demanding as they try to keep pace with the rapid advancement and development of new technology platforms. For agencies, this presents a double-edged sword for agencies, who are seeing increased opportunity and also increased pressure to come up with both the best approach and technology to execute on their mobile strategies.

Marketers are starting to understand the value of mobile to extend their CRM strategy and are trying to identify which mobile features are the most effective for retaining customers. But, when it comes to engagement, SMS is still king. Despite the stunning growth of mobile email, mobile web and mobile application, consumers still respond best to text.

Choosing the Right Mobile Partner

Many mobile vendors push their value as a 'full-service provider'. These days, clients are more likely to be looking for a technology provider with proven expertise in the specific disciplines that resonate with their target markets than a jack of all trades.

Choosing the right platform to execute mobile messaging campaigns requires a partner that knows:

- ✓ How to leverage experiences across multiple verticals
- ✓ The best way to incorporate mobile into a client’s existing marketing mix
- ✓ Which mobile campaigns will yield the greatest ROI for a client

The most valuable mobile partner is the one that provides a single platform that enables an agency’s various account management teams to run multiple campaigns for a wide range of clients all expecting a sizable return on their investment.

Where We Come In

Msgme empowers agencies to directly create campaigns and manage loyal subscribers to easily extend a brand’s loyalty programs into the mobile and social landscape.

- **Mobile Entry and Points**
Increase participation in client’s loyalty program by offering a mobile call-to-action. All entries and their associated metadata can be captured and programmatically passed along to an existing loyalty platform using Msgme APIs.
- **Referral Programs**
Incorporate Msgme viral solutions into an existing loyalty program and broaden program membership by incentivizing current loyal customers to refer friends.
- **Behavioral and Segmentation Data**
Gain deeper insight into client’s loyal customers by monitoring their mobile behavior and brand interactions. Msgme easily captures this data and converts it to reliable metrics for smarter targeting strategies.
- **Marketing Placement**
Extend client’s engagement strategy and activate your media spend across print, radio, TV, and online with a mobile call-to-action. Msgme gives you the tools to track, analyze and react to the performance of each placement so you can increase both sign-ups and sales for your clients.

For more info, contact your Account Manager or our Sales Team @ sales@waterfallmobile.com.