



Newsletter

Jan—February 2011



From the Editor

Hello 2011!

It is a great pleasure to be back at work. Lots of rain, a beautiful green country, big exciting projects and ...we are looking forward to great customer service ahead.

In February we will be hosting training for all our clients. Specifically the users of our web services. By now you would have received our invitation so please ensure that you send one representative from your company or institution for training. Participants will get to know other users and also have the opportunity to ask any question they may have.

In this month's edition, we discuss making better use of the bulk SMS system, and loading groups that will eventually give you valuable information. Since this is a portal that you manage, we want to ascertain you get the most out of it.

MooObile will have a movie ticket competition this month. Read more about it on page 4.

We trust you will all have a wonderful month. And as always, we are always at your service.

Happy SMSing!
Charlene Hartung

Introducing new Clients

We are delighted to welcome to our growing client base, **Di-verse Distribution and Marketing Services**. This company distribute well known brands that we all buy at the shops:

Bakers, Five Roses, Freshpak Tea, Ciro Coffee, Ellis Brown, Marathon Sugar, Family Choice, etc. They will roll out a competition on the 21st of February 2011. Watch out for in store promotions, newspapers or on Channel 7 for the details.

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DMS in the Media



We are happy to announce that this year we will be answering frequently asked questions in a range of newspaper articles in the Namibian Economist and the Kollig in the Republikein over the next few months.

Questions will range from what is a short code, to how does the keyword system work. We will also include some other tips and ideas on how to make SMS communication work for you.

Be on the lookout for them!

Optimal use of Bulk SMS Groups

You can group your numbers for more effective use when using bulk SMS as well as a form of customer relationship management perspective. This will make communication easier and more effective.

Below are some practical examples:

For effective Bulk SMS use:

If you run both competitions and non-competitions like an info line it makes sense to group your competition numbers and when advertising new competitions only advertise to the competition group. If you have an Info/Comment Line and you want to run a poll, it will be better to use the Comments Group.

For schools: it makes sense to have at least a group for primary and secondary groups, although we strongly encourage a group per grade and also per interest group e.g. Chess Club. In this way more teachers can communicate with their classes or extracurricular activity groups, which promote more effective use of the service.

For Customer Relationship Management (CRM) i.e. know your customer:

If you group the same kind of keywords/services you can get an indication from your group numbers or to where your focus should be. Where the number of messages determines how many SMSes were sent, group numbers determine the amount of customers, e.g. a Phone Competition group with more numbers than the iPod Competition group indicates that my customer/attraction base is more Phone than iPod lovers.

If the concept above is not clear, please contact us for more information.

Group	Count
<input type="checkbox"/> 5001-ASK MOOO	(293)
<input type="checkbox"/> 5001-Other	(10492)
<input type="checkbox"/> 5002-National Competition	(958)
<input type="checkbox"/> 5002-Other	(1971)
<input type="checkbox"/> 5003-Other	(11318)
<input type="checkbox"/> 5003-Windhoek Competition	(0)
<input type="checkbox"/> 5005-Other	(1339)
<input type="checkbox"/> 511-Afrikaans	(10816)
<input type="checkbox"/> 511-English	(17983)
<input type="checkbox"/> All Groups	(85140)
<input type="checkbox"/> BBAfrica	(10528)
<input type="checkbox"/> Ongwediva	(5035)
<input type="checkbox"/> Other-Channel7 (7001)	(13710)
<input type="checkbox"/> Other-Channel7 (7003)	(694)
<input type="checkbox"/> Spa Message	(2)
<input type="checkbox"/> Windhoek	(1)

Web Service Enhancements

We have made two changes this month:

- Unchecked messages can be highlighted red on the Message Board. If you find this more useful, please inform us and we can update your Message Board.
- A cosmetic change: Keywords and Replies have changed a bit, the update part now consist of 2 parts: Select a Keyword (for when you want to delete the keyword or update replies) and Add Key word (for when you want to add a keyword). The keyword's Start and End Dates are also now more prominently displayed under 'Select Keyword'.



MooOobile!

MooOobile is hosting a competition airing on Fresh FM daily, giving away free movie tickets in the next month.

All you have to do is SMS **movie** to **5002** and you stand a chance to walk away with 2 movie tickets. One lucky entrant even has the chance to win FREE MOVIE TICKETS FOR A WHOLE MONTH EACH WEEK. SMSes charged at N\$ 2.00, across all 3 networks.

Please be on the look out for MooOobile's mimes across town entertaining the audience and distributing flyers, with the aim to connect with our users and to attract new users of our content services.



Just SMS 511

With the joint effort from CCN and JUST SMS 511 we will be visiting churches every second Sunday of the month to connect with their congregation. We will be visiting Hoseana Church and Inner City Church, on 23rd of January 2011.



If you would like us to visit your congregation please contact us at Office :061 250 756 ; Cell: 081 317 1585 ; Email: wency@dymoso.com or visit our website at www.justsms511.com

*Begin the New Year meditating on these encouraging Bible verses, chosen to inspire a fresh new walk with God and a deeper commitment to living the Christian life; SMS **Bible** to **511** to receive your bible verse. SMSes charged at N\$2.00, across all 3 networks.*

Announcements

Please send us your birthdays;

If your logo is not on our website yet, please forward it to us.

Implementing an SMS Campaign with DMS

SMS Marketing can be used to acquire customers, strengthen existing customer and prospect relationships and provide a service to your customers.

The golden rule "Keep It Simple and Short" (KISS principle) applies to SMS marketing. The most successful SMS campaigns and services tend to focus on incentives and interactivity as well as relevance to the recipient.

1. Choose Your Campaign with DMS

There are two common types of SMS campaigns:

a: Package A (Pull Campaign). This is the most common form of mobile marketing and is similar to retail promotions. A great example of this is the "Text 'n Win" style campaign, which usually uses a variety of platforms to promote and implement the campaign.

B: Bulk SMS Package (Push Campaign). This type of SMS campaign is used to maintain and develop relationships with your existing clients and create loyalty. The type of message sent is usually of an informative nature, such as account balances from banks, or it can be ongoing marketing messages and updates.

2. Get Permission For Your Push Campaign

As SMS campaigns aren't only used for branding purposes (one way correspondence), they can be interactive and involve using a return path so that your recipients can reply/confirm/opt-out/enter. Be prepared for them to use it. Have systems in place, plan and cater for all types thereby insuring that your message/campaign will be read by the recipient, unlike many other mediums.

3. Timely and we Add Value

One of SMS marketing's great advantages over other mediums is its timeliness, which can be a beneficiary on 2 levels. Campaigns can be prepared and sent in a matter of minutes, rather than

days or even weeks. It also works on the premise of immediacy from the recipient's perspective. Therefore both the content and the timeliness of the message play an important factor in whether it's appropriate. For example, a muffin shop sending out an offer for free coffee with any muffin purchase is ideally sent at 10am, rather than in the evening.

SMS marketing should be used primarily as a promotional tool rather than an advertising tool. It needs to add value to the recipient, rather than just containing a branding message.

5. Target Your Message

As we have discussed, SMS marketing should be used to add value to the recipient, whether it be in the form of a promotion such as a competition or providing timely information. It therefore needs to target the relevant audience suited to the promotion/offer/information. Your target should be based on age and gender and continue add criteria's like age brackets.

6. Test Your Message

Even though SMS can be more interactive than email marketing, it also shares some of e-mail's positive characteristics, such as real-time response tracking and the ability to segment lists. With SMS you are charged per character, so test different versions of the message to see the best response. As we mentioned above, check that the time of the day is relevant to the message/promotion and that the ideal message is being sent to the relevant target group.

DMS— We put your business centre stage!

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