

Do my customers want to receive SMS marketing messages from my company?

Compiled by: SMS SOLUTIONS AUSTRALIA

2013 Millward Brown Digital ⁽¹⁾

"Global study reveals surprising facts about consumer attitudes towards mobile marketing"

According to the survey

- 54% say they would send a text message to a company to **enter a competition**
- 58% say they would send a text message to a company to **request more information**
- 59% **prefer SMS** and push campaigns over other forms of mobile marketing, including video advertising, banner or standard display ads, and email
- 68% find SMS or push messages sent to them from a company **to be valuable**
- 75% are **likely to read** or engage with SMS and push marketing messages
- 80% say they would share location data with brands if they have **opted-in** to receive the company's mobile marketing text messages.

2014 Hipcricket "Consumer Attitudes on Mobile Marketing" ⁽²⁾

According to the survey

Respondents also engaged with brands via mobile by:

- **opting in to receive text messages (47%),**
- liking them on Facebook (47%), receiving push alerts (19%) and following them on Twitter (12%).

- 41% said they would **share more information** with companies via mobile in exchange more personalised and relevant offers.
- 57% of consumers say they would be **interested in opting into** a brand's SMS loyalty program
- 60% reported engaging with up to **10 brands** a month across various mobile channels
- 80% of consumers say they have not been marketed to via SMS **by their favourite brands**

2014 Autosend, "Businesses Texting Customer Survey" ⁽³⁾

"We have good news! You can finally start texting your customers (with their permission of course) without feeling like a spammer. It's true!"

According to the survey

- 21% said they would like to receive a text message **as often as it was helpful.**
- 30% said they would **like to receive** text messages from business **plus 35%** said 'Maybe'.
- 75% have ever received a text message from a business.

2012 U.K. - Textmarketer, "Consumer Attitudes to SMS Marketing & Push Alerts" ⁽⁴⁾

According to the survey

- 12% have received business marketing text messages from companies they have **bought from in the 3 months**
- 68% **would like to receive texts** with special offers and discounts
- 71% **Would like** to send general enquiries to companies via text
- 76% expect to be able to **respond** to a business SMS message via their mobile phone
- 92% said it was very important to be able to **Opt Out.**

And yet...

2013 Chief Marketer's, "Mobile Marketing Survey" ⁽⁵⁾

According to the survey

Only 20.8% CMO's said they actually ran SMS campaigns last year.

This is **despite** a wide range of perceived benefits of text messaging campaigns by the respondents:

- immediacy and urgency (55.5%),
- reach a wide audience (42.9%),
- low cost (37%) and
- high open rates compared to email (36.1%).

Data sources

- (1) 1,572 mobile users in eight countries [US, UK, Australia, NZ, France, Germany, Spain, and Italy], June 2013 - <http://finance.yahoo.com/news/overwhelming-majority-consumers-happy-share-130000126.html>
- (2) The online survey was conducted in April 2014 and targeted 1,202 adults in the U.S. - <http://www.marketingcharts.com/online/>
- (3) 291 American Internet users from 16-45+ year, June 2014 - <http://autosend.io/blog/sms-survey/>
- (4) 1,368 UK consumers surveyed. - <http://www.parachutedigitalmarketing.com.au/blog/mobile-marketing-and-apps/sms-mobile-marketing-has-a-high-response-rate-and-customers-like-it-infographic/>
- (5) Conducted via email from April 10 to May 13, 2013. 666 responses, USA only - <http://www.marketingcharts.com/online/1-in-5-marketers-report-having-run-an-sms-campaign-last-year-30853>