

### ***Mobile Subscribers to Brands: Bring It On***

Posted by [Jeff Hasen](#) on October 30, 2009 at 08:36 AM PDT

Mobile subscribers may not be talking as much as they used to but it still behooves us to listen to what they have to say.

While 37 percent of consumers would be interested in participating in a mobile customer loyalty program from a brand they trust, 83 percent say their favorite brand has yet to market to them via their most personal device, their mobile phone.

Further, of those consumers who have received mobile marketing offers, 47 percent have brand recall and 94 percent of those remember the specific call to action.

This information comes in the second annual HipCricket Mobile Marketing Survey, out this week. You can see it here (<http://bit.ly/1HxAdA>).

The numbers are compelling – and generally consistent with similar polling by such entities as the Mobile Marketing Association, comScore and Nielsen.

The takeaway for brands? Growing consumer interest in mobile marketing and customer loyalty programs has created a significant and largely untapped opportunity for companies to connect with customers and prospects on their mobile devices.

The survey highlights the continued influence of text messaging/SMS as both a communications and marketing tool. Specific findings include:

- Aside from phone calls, 73 percent of people said they use their mobile device most for texting friends
- 34 percent have received a marketing offer on their cell phone via text message (up from 28 percent in 2008)
- The study also reveals the growing influence of the mobile Web which continues its momentum as an increasingly important information resource for consumers. Specifically:

- 85 percent of respondents agree that the mobile Web is a valuable source for information that interests them
  
- 21 percent of respondents access the mobile Web at least once per day and 37 percent access it at least once per week
- 41 percent of respondents have visited a retailer's website from their mobile phone. The most popular reasons include:
  - To find store locations – 70 percent
  - To find store hours – 51 percent
  - To get directions – 39 percent
  - To look for coupons/promotions – 29 percent

In analyzing the data, it's clear that mobile initiatives are succeeding because they connect a demand from the consumer with high levels of recall.

Mobile subscribers have again debunked the myth that consumers don't want brands on their devices. In fact, their answers have actually created a question for the companies -- can you hear us now?