

## Without Permission, Pests Have Invaded My Inbox



By Jeff Hasen

A recent study says 93 percent of all email is spam. My inbox has 4,513 items – on the way to well over 4,600 by the time I complete this blog post.

You know me as a mobile marketer. Truth be told, I'm a permission-based marketer. Mobile is the tool.

I define permission as a consumer-driven decision to open or continue a dialogue. Permission is not your right to send me advertisements from contractors – via online, mobile, mail or other – that take into account that I bought mulch this week to "beautify" my yard (ok, to make my wife happy). I like my "cookies" from the girl scouts.

As successful as television and radio have been in bringing in large audiences, most broadcast ads have been one-way messages. Mr. Clean will give me a cleaner kitchen floor. Got it. But do we really know Mr. Clean?

Permission and forgiveness are entirely different. In mobile, the carriers and the Mobile Marketing Association have established regulations and guidelines designed to give the consumer control of the advertising and marketing flow.

Specifically for mobile messaging, the public initiates the interaction with the brand or broadcaster. As I've discussed in previous posts, there are ample examples of a consumer saying he or she wants something – a mobile coupon for discounted Jiffy Lube service or an Arby's Roastburger. As marketers, we are permitted to send one – and only one – additional text message. In the case of Arby's, the follow-on message gave the consumer the *option* to join Arby's mobile club to receive additional offers from Arby's. In the first weeks of the national campaign, more than 150,000 did just that.

To me, permission-based marketing is the holy grail for an advertiser. Rather than giving me what you think I want (like the pest guy who harassed me in my driveway while I was moving heaven, earth and mulch), imagine your influence in my life if I

elect to have a dialogue with you. In mobile marketing, the guidelines require marketers to provide a way for consumers to opt out at the time of their choosing. So as a consumer, I'm confident that the relationship is on my terms, not on the pest man's.

Seventy-two percent of consumers who interacted with Jameson in a St. Patrick's Day program decided to opt in for more engagement --

[http://www.hipcricket.com/clients/success\\_stories/brands/jameson\\_txt\\_toasts.aspx](http://www.hipcricket.com/clients/success_stories/brands/jameson_txt_toasts.aspx).

The success has been replicated thousands of times.

Nielsen, the Mobile Marketing Association and comScore, among many others, have studies that show that approximately 30 percent of mobile subscribers are open to receiving offers and information *on their terms*.

I have two mobile devices uncluttered by spam. I've elected to receive offers from Macy's, sports updates from a broadcast station and messages from Jameson around St. Patrick's Day, among just a few others. There are no pests invading my house.

With mobile marketing, we have the chance to ask for permission to enter. I can give you 4,600 reasons why that sounds better than a walk through my Outlook inbox.