

## **Predictions - Know anyone who will text for \$500 gift card?**

Clearly the mobile phone was a known commodity before this year, but to many marketers, there were still doubts and questions around its potential as a marketing tool. Now, as we enter the last two weeks of 2008, we look back at a year where mobile marketing showed its worth to businesses of all sizes. Proof of that are the case studies featured on this site and others as well as on the Web sites of many mobile marketing companies.

With momentum in hand and next year in our sights, discussion around mobile marketing will continue. Here are trends to look for in 2009:

### **Mobile Measurement**

As I discussed in my first post, the ability to effectively measure a marketing campaign, evaluate performance, tweak as needed and to then trumpet successes to the folks upstairs is more critical now. After all, every marketing idea that you have percolating in your head is going to be heavily scrutinized, with ultimately few getting "green lighted" if they cannot be measured effectively. This ability to provide real-time measurement will be the number one catalyst for the growth of mobile marketing in 2009.

### **Text-to-Win**

Text-to-win campaigns have established a tremendous track record in recent years, and require minimal financial commitment to pull off. Now, when you take into account the current state of the consumer's wallet, and the fact that the economy is forcing marketers to embrace a "do more with less" practice, text-to-win campaigns become that much more attractive. Know anyone who doesn't want to win a \$500 gift card?

### **Consolidation**

In recent years we have witnessed strong growth in the number of companies launching in the mobile marketing and advertising space. During the next 12 months we will experience just the opposite. To nobody's surprise, raising capital in this climate is an uphill battle. As a result we are going to begin seeing mobile marketing consolidation, where some businesses will be forced to close their doors.

### **The Obama Factor**

Moving away from the doom and gloom, I cannot help but think that after the recent election, President-Elect Barak Obama will continue to be a catalyst for mobile marketing. When Obama announced his vice presidential candidate to millions of voters via a text message, he and his staff opened the eyes of many marketers who previously were oblivious of the possibilities of the mobile phone. I expect that beginning with his inauguration, Obama will again tap into the mobile device, a move that will further promote its viability as a marketing tool.

**Mobile Meets Local**

Local municipalities will take a lesson from the Obama playbook. In 2009, there will be a continuing trend where municipalities will leverage the mobile phone to alert the opted-in community on a variety of topics, from specific occasions (i.e. the annual 4<sup>th</sup> Fireworks), to school closures and even other major developments such as earthquakes and fires.

I'd be interested in hearing some of your predictions for next year as well. Feel free to post your thoughts!