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**Non-Profit Organizations and Mobile Phone Marketing**

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**Non-Profit Organizations and Mobile Phone Marketing**

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**Report**

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## **Abstract**

### **Non-Profit Organizations and Mobile Phone Marketing**

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This report discusses how non-profit organizations can utilize mobile phone technology to reach supporters and inspire them to both act and give. The significance of this report and topic lies in the opportunity for non-profit organizations to understand how people are interacting with messages on their mobile devices. The research found within, serves as a reference for non-profits to utilize when planning and implementing mobile phone marketing campaigns.

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## **Chapter 1: Introduction**

Now, more than ever, non-profits need to adopt relevant strategies to reach core supporters and to keep them involved and motivated. With the poor economic climate, people are looking for areas to cut back and save money. Unfortunately donations tend to be the first area people cut back on in tough times. That said, non-profit organizations are essentially competing against other non-profit organizations or charities to get the support and donation. Given these circumstances, it is even more critical for non-profit organizations to breakaway from traditional messaging and gain the attention of supporters in new and innovative ways. In particular, it is imperative that non-profits consider non-traditional ways to communicate with their audiences as traditional messaging is becoming ineffective. A person sees or hears thousands of messages a day. The advertising space has become over-saturated with messages and cluttered with call-to-actions thus people are having trouble “hearing” what is being communicated. To break away from the clutter, advertisers and marketers need to be smart and creative about where they are placing their messages. This strategy must start with research and an understanding of where the target audience is getting their information.

Keller (2009) revealed that unlike television, magazine, newspaper, radio and Internet, mobile phones have unique advantages such as individuality, unlimited access and interaction. Mobile phones have advantages that traditional media do not have; “therefore, because of mobile phone characteristics, mobile phone interactivity is a very effective way to reach and connect with consumers” (Keller, 2009, p. 8). Non-profit

organizations need to consider mobile marketing as these techniques can identify potential supporters, maintain current donors and participants, and raise money and awareness. Likewise, with mobile technology, there is no limitation on the number of participants that can be involved. Non-profit organizations often find limitations to their outreach, whether that is restrictions on attendance at a charity fundraiser or the expense of running a television ad to raise awareness about a humanitarian relief effort. With this new technology, non-profits are able to avoid some of these limitations, and can expand their reach and gain more supporters and exposure for their mission and charity. These techniques also make it simple for the public to get involved. Supporters are able to access information quickly and at any time. This makes them more empowered to spread messages and raise support on a global scale. Likewise, it is easy for donors to make donations on their own time and spread the word about the cause. For all of these reasons and more, non-profit organizations should consider integrating mobile marketing in their communication plan so that they can stay relevant, reach their supporters, and enlist new supporters on their most personal device. The significance of this report and topic lies in the opportunity for non-profit organizations to understand how people are interacting with messages on their mobile devices and how these engagements are impacting the overall audience experience and response. The question then becomes how can non-profit organizations utilize mobile phone technology to reach supporters, who can then be inspired to both act and give?

This report includes and analyzes a myriad of secondary research to explore this question. Both academic and industry publications, such as academic journals, databases,

trade presses, industry articles, white papers, blogs and case studies, were reviewed. The research revealed insights into the impact mobile marketing has on non-profit organizations and their overall marketing objectives. In addition, blogs and articles written by practitioners were studied to get a collective list of best practices and pitfalls from those who have practiced the trade. By combining both academic and industry research, this report provides a fuller understanding of mobile phones and how non-profit organizations can utilize this technology to inspire supporters to get involved.

The remaining chapters of this report will detail current mobile trends and discuss how non-profit organizations can leverage these findings. In addition, the report provides a deep analysis of case studies that pertain to non-profits and how they are currently utilizing mobile marketing. Lastly, the report provides insight on how these organizations can better augment their mobile marketing techniques by avoiding pitfalls and implementing best practices referenced.

## **Chapter 2: Mobile Technology Trends**

This chapter discusses current mobile trends and provides insight into how people are interacting with their mobile devices on a daily basis. Additionally, it identifies different behaviors and attitudes people have towards their mobile phones. The compelling statistics presented in this chapter are the foundation of the analysis and recommendations presented in this report.

### **MOBILE TRENDS AND STATISTICS**

These days virtually everyone carries a mobile phone. Clark (2001) found that in 2010, nearly 93% of Americans owned a mobile device. It has become one of the most important items an individual can own (Clark, 2001, para 3). It serves as a communication tool used to make and receive calls as well as send messages, surf the Internet, get quick information, play mobile games, and listen to music. Newer cell phone capabilities include e-commerce transactions, banking, and e-ticketing. Users carry their devices almost everywhere they go and because of this fact, mobile phones are becoming highly personal devices. People customize their phone with custom features like “composed ringing tones, individually tailored covers and general appearance, and additional decorations, not to mention the content of the phone which often includes information about friends as well as a personal calendar,” (Clark, 2001, para 5 ).

Mobile communication is widely used all over the world. As technology advances, the functionality of mobile devices is also expanding. The breadth of mobile phone features, offerings, and benefits is overwhelming, and there is no question that

mobile phones provide the comfort, convenience, and reliability that people need in this fast-paced, technology-driven world. Over the past decade, cell phone use in the US has increased dramatically. As the world continues to become more technically sophisticated, people are becoming more avid Web users, particularly mobile Web users. Cell phone usage in the US is a tremendous force that is projected to grow. Pearson (2010) indicates that the US mobile user population reached 78% in 2010, or some 242 million people (Pearson, 2010, p. 9). As shown in Table 1, by 2013, 80% of the US population is projected to be mobile users, equating to approximately 255 million people.

<b>US Mobile Phone Users and Penetration, 2008-2013 (millions and % of population)</b>	
<b>2008</b>	<b>228.2 (75.0%)</b>
<b>2009</b>	<b>235.0 (76.5%)</b>
<b>2010</b>	<b>242.0 (78.0%)</b>
<b>2011</b>	<b>247.4 (79.0%)</b>
<b>2012</b>	<b>251.5 (79.5%)</b>
<b>2013</b>	<b>255.4 (80.0%)</b>

*Note: as of December for each year; CAGR (2008-2013)=2.3%*  
*Source: eMarketer, November 2009*

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Table 1: US Mobile Phone Users and Penetration, 2008-2013 (millions and % of population)

According to Pearson (2010) mobile phone penetration is rising, and the steady growth of more advanced devices, often with full access to the Internet, has produced a

mobile market with a critical mass of users increasingly receptive to marketing and content. The ability to consume, create, and share more content than ever before has translated into increased engagement with mobile devices (Pearson, 2010, p. 4). Table 2 demonstrates the number of US Mobile Internet users and percentage of the total population from 2008 - 2014. In the next few years, it is projected that 44.1% of the US population will have Internet access via their mobile devices.

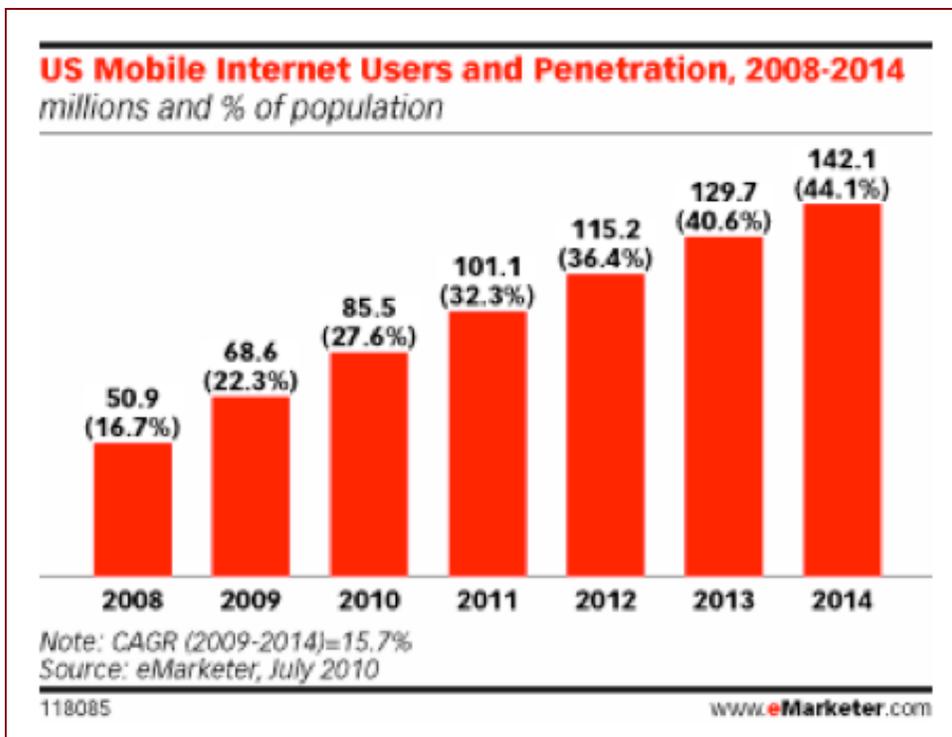


Table 2: US Mobile Phone Internet Users and Penetration, 2008-2014

Different demographics (e.g. age, gender, ethnicity, etc) play a role in mobile phone engagement levels and activities. For example, age appears to be a factor in the

frequency at which a cell phone is used. As seen in Table 3, 72% of US consumers ages 18-29 years of age use mobile phones as the primary means of receiving phone calls.

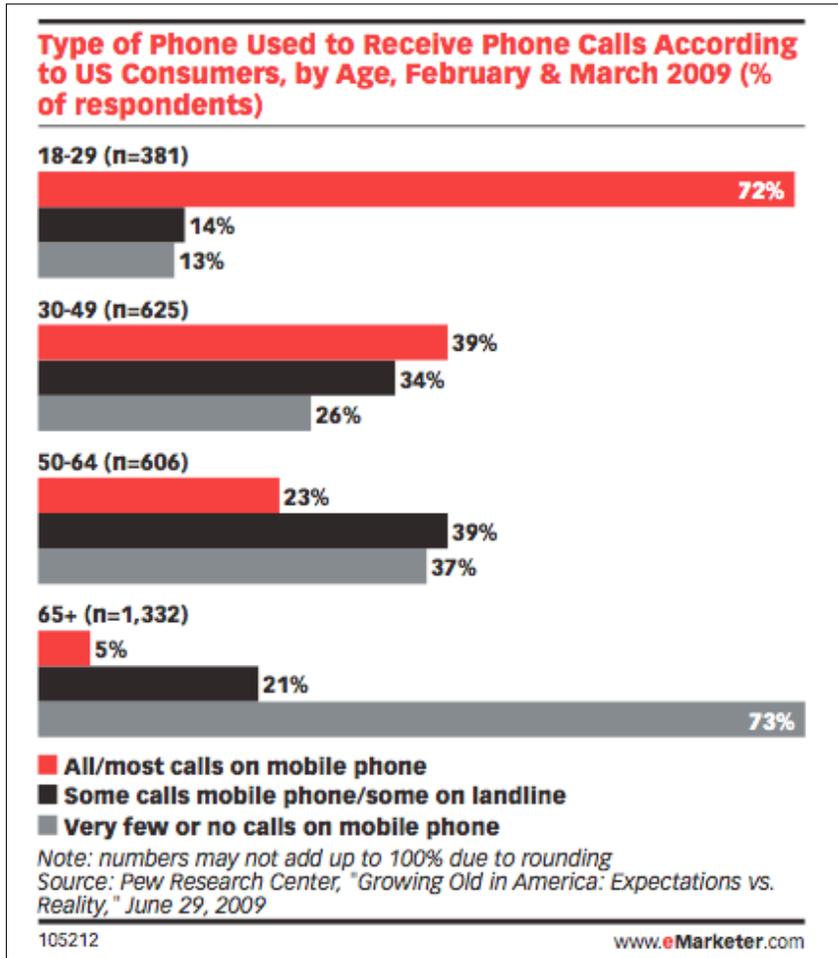


Table 3: Types of Phone Used to Receive Phone Calls According to US Consumers, by Age, February & March 2009 (% of respondents)

According to Table 4, the most common activities among all groups are text messaging, accessing the Internet, and sending e-mails. Millennials are engaging in these activities more frequently than any other generation.

**Mobile Activities of US Mobile Phone Users, by Generation, October 2009 (% of respondents)**

	Millennials (14-26)	Generation X (27-43)	Boomers (44-62)	Matures (63-75)	Total (14-75)
Text messaging	86%	80%	66%	28%	72%
Internet access	55%	42%	37%	20%	42%
E-mail	49%	39%	37%	22%	39%
Mobile online search	45%	35%	20%	12%	30%
Download applications to my phone	37%	29%	20%	12%	27%
GPS (global positioning service)	34%	27%	24%	8%	26%
Update social networking page	41%	25%	16%	6%	25%
Receive news, sports, weather and traffic updates through text messaging	31%	28%	20%	9%	24%
Purchase products	22%	16%	11%	8%	15%

*Note: respondents who "use frequently" or "occasionally"*  
*Source: Deloitte "State of the Media Democracy Fourth Edition: Select U.S. Highlights," provided to eMarketer, December 15, 2009*

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Table 4: Mobile Activities of US Mobile Phone Users, by Generation, October 2009 (% of respondents)

Mobile phone activities specific to this research are SMS or text messages, mobile applications and mobile websites, and mobile social networking. The research is specific to these activities for a couple of reasons. First, according to Table 4, they rank among the top 10 most common activities people engage with on their mobile device. This is important because non-profits need to leverage popular activities so as to effectively reach supporters. Second, there are many vibrant campaigns that successfully utilized these efforts to reach core supporters. Given mobile phone marketing is relatively new,

this report analyzes case studies where these initiatives have successfully been implemented. The purpose of this report is to provide a thorough analysis of each case study so that non-profits can leverage these examples and lessons for future campaigns.

### **Short Message Services/Text Messages**

Short Message Service (SMS) or Text messages are “a mechanism for delivery of short messages over the mobile networks” (Storey, 2009, para 2). This feature allows people to send and receive short messages and information on their mobile devices. Table 4 indicates that the most common mobile phone activity is sending/receiving text messages.

According to Flosi (2010) in an average month during the November through February 2010 time period, 64% of US mobile subscribers used text messaging on their mobile device, up 1.9 percentage points versus three months prior. Storey (2009) reports on a survey conducted by CTIA Wireless in 2009, that more than 740 billion text messages were carried on carriers’ networks during the first half of 2009—breaking down to 4.1 billion messages per day. That was nearly double the number in 2008, when only 385 billion text messages were reported for the first half of 2008. (Storey, 2009, para 2).

Text messaging has certain advantages over other means of communication. The advantages for utilizing text messages in marketing campaigns are that text messages are instant allowing for time sensitive information to be delivered and received quickly. Additionally, marketers are able to customize their messages to a specific target at a reasonable cost. In addition to message customization, “there are three consistent success

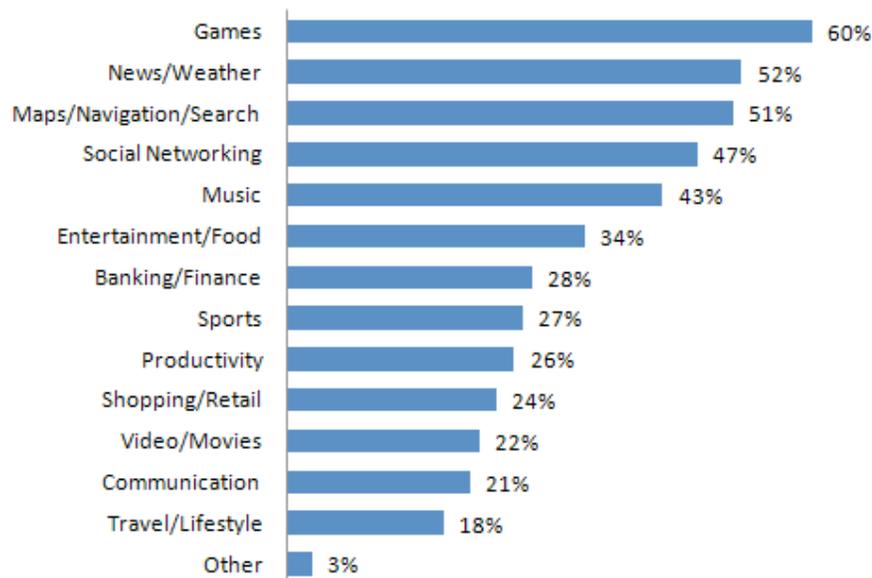
indicators for SMS messaging: (1) the cost-effectiveness and interoperability of the wireless infrastructure; (2) the high penetration of mobile phones; and (3) the relatively low cost of the SMS messaging service” (Rittipant, Witthayawarakul, Limpiti, Lertdejdecha, 2009, p 28).

### **Mobile Applications and Mobile Sites**

With this widespread embrace of mobile technology, mobile applications are becoming a hot trend. A mobile application, or “app,” runs on a mobile device and helps users by connecting them to Internet services that are more commonly accessed on desktop or notebook computers. Table 5 below, indicates that the most popular apps are those that provide some form of entertainment (games, music, food, travel and sports) as well as those that help people find information they need and accomplish tasks (maps/navigation/search).

## What are the most popular types of apps?

*% of Nielsen recent downloaders who have used each category of apps in the past month...*



**Source:** The Nielsen Apps Playbook, December 2009. N=3,962 adults who have downloaded an app in the 30 days prior to the survey.

Table 5: What Are The Most Popular Types of Apps?

Purcell, Entner, and Henderson (2011) determined that of the 82% of adults today who are cell phone users, 43% have apps on their phones. When taken as a portion of the entire US adult population, that equates to 35% who have a cell phone with apps. This figure includes 29% of adult cell phone users who have downloaded an app to their phone, and 38% of adult cell phone users who have purchased a phone with preloaded apps (Purcell, Entner, Henderson, 2011, p 21). Mobile app users tend to be younger, male, more educated and more affluent than the rest of the population. The mobile app

user has an average of 18 apps on his or her device. While mobile apps rank among the lowest of mobile activities, as seen in Table 6 below, the statistics are impressive given the apps culture is a new phenomena that started only a few years ago. SVP and Head of Research and Insights for Telecom Practices at Nielsen, Roger Entner observed that “this [the apps culture] is a pretty remarkable tech-adoption story, if you consider that there was no apps culture until two years ago.”

*% of adult cell phone users who do each of the following on their phone...*

Take a picture	76%
Send or receive text messages	72
Access the internet	38
Play a game	34
Send or receive email	34
Record a video	34
Play music	33
Send or receive instant messages	30
<b>Use an app</b>	<b>29</b>

Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=1,917 adult cell phone users.

Table 6: What Adult Cell Phone Users Do on Their Phone

The mobile web refers to Internet access on a mobile device. In the last few years, mobile web usage has accelerated. According to research conducted by Quinn and O’Dwyer (2008), in 2008, 1.3 billion people worldwide connected to the Internet from mobile devices. It is estimated that by 2017, there will be more than 150 million mobile websites available (Quinn and O’Dwyer, 2008, p. 12). Morgan Stanley and analysts

believe that, “based on the current rate of change and adoption, mobile Web use will be bigger than desktop Internet use by 2015” (O’Dell, 2010).

The advancement in mobile technology and the availability of better data coverage are two trends driving growth. Likewise, having better services and smaller, cheaper devices has led to a major expansion in mobile technology that far outpaces the growth of any other computing cycle. Table 7 indicates that by 2015 the mobile Internet will have significantly surpassed desktop Internet. With smartphone and mobile device use on a drastic rise, mobile websites are becoming a necessity for businesses and organizations. Mobile users are relying on quick information. Mobile sites are necessary for people to gather information easily and on their own time. These days, mobile sites are becoming an expectation, and people will not invest time on sites that are not optimized for a mobile device.

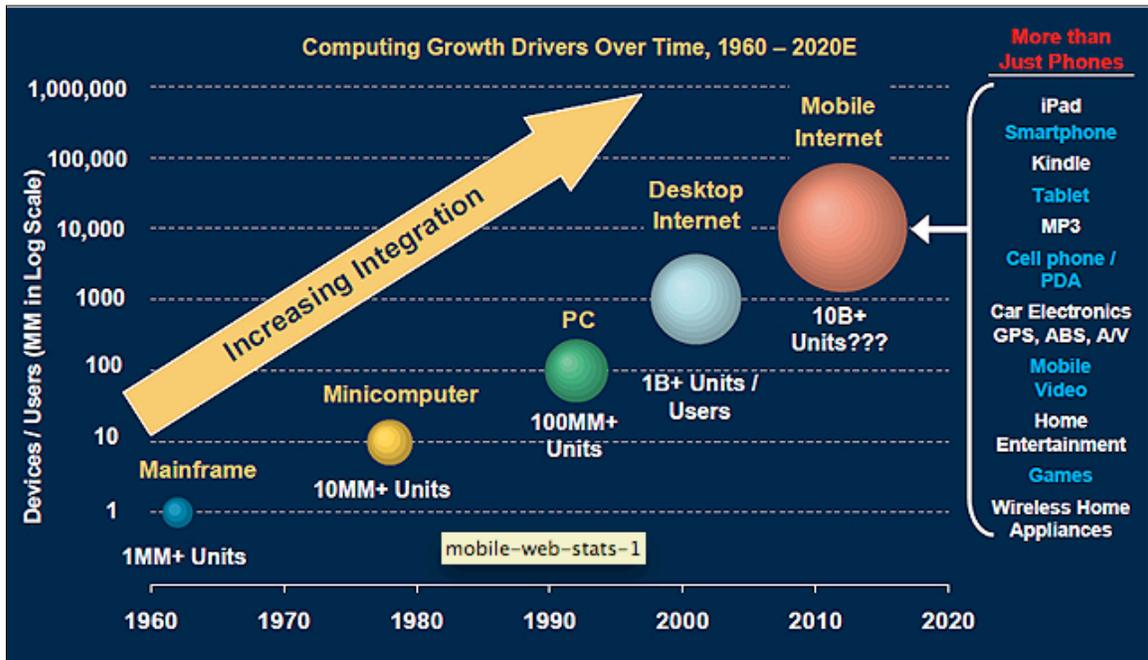


Table 7: Computing Growth Drivers Over Time, 1960-2020E

Lipsman (2010) projects that by 2015 consumers worldwide will spend \$119 billion on goods and services via their mobile phones (Lipsman, 2010). Mobile web access is a strong trend, one that can be used to every business’s advantage. According to Oliver Mauss, CEO of 1&1 Internet, Inc., “organizations of all sizes must ensure they are online whenever and wherever the consumer needs them. By accommodating the mobility of their online audience, customer loyalty and spend can be enhanced” (Park, Shenoy, Salvendy, 2006, p. 28). The advantages of mobile websites are obvious. The mobile Web is easily accessible, readily available, convenient, and in real-time.

## **Mobile Social Networking**

As previously mentioned, mobile social networking is social networking where one or more individuals of similar interests or commonalities, converse and connect with one another using the mobile phone. Much like web based social networking, mobile social networking occurs in virtual communities. The current trend for Internet social networking websites such as Twitter and Facebook is to turn mobile. In parallel, native mobile social networks have been created like Foursquare and Gowalla. Native mobile social networks have been built with a dedicated focus on mobile and are unavailable to other devices beyond mobile, such as the traditional Web.

Compelling evidence suggests that people are accessing social network sites at a higher frequency on their mobile devices than any other platform, including desktops and notepads. Lipsman's (2010) study highlights the rise in social media access via mobile phones. The study indicates the mobile browser access to social networks from January 2009 to January 2010. In his research, Sachoff (2010) says that more than 30% of smartphone users accessed social networks via mobile browsers – this was up from 22.5% in 2009. The total social networking access via mobile browsers on all mobile phones rose to 11.1% - this was up 6.5% in 2009. Most of the growth was in the uptick in smartphone usage (Sachoff, 2010, para 5).

When it comes to specific social networks, Twitter and Facebook both had increases in mobile browser usage where “twitter usage via mobile browsers was up 347% and Facebook usage via mobile browsers was up 112%” (Lipsman, 2010, p 4). It

is important to note that these figures only consider mobile browser statistics and do not include applications for Twitter or Facebook.

According to Facebook, there are more than 200 million active users (40%) currently accessing Facebook through their mobile devices. People who use Facebook on their mobile devices are twice as active on Facebook as non-mobile users. Table 8 and 9 show that the most common activities on mobile social media, among all age groups male and female, are taking photos, using network services for photos/video uploads, and sending photos directly to another phone.

	<b>13-17</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
Accessed social networking site or blog	15.2%	24.7%	23.9%	13.7%	5.7%	2.9%	1.1%*
Took photos	63.2%	64.5%	59.3%	49.1%	36.4%	28.5%	15.7%
Used network services for photos/videos	46.0%	48.7%	46.8%	35.0%	20.8%	15.1%	5.6%
Sent photo directly to another phone	44.5%	44.8%	42.0%	31.4%	18.4%	13.2%	4.6%
Sent photo via e-mail	19.2%	26.8%	29.0%	21.6%	11.9%	7.9%	2.7%
Captured video	30.2%	32.5%	29.6%	19.0%	10.1%	4.6%	1.4%*
Sent video directly to another phone	17.8%	21.0%	20.5%	12.0%	5.7%	2.6%	0.4%*
Sent video via e-mail	9.4%	13.7%	16.2%	9.1%	4.2%	1.6%*	0.3%*
Transferred photo to PC	22.7%	32.1%	32.1%	24.0%	14.7%	10.2%	4.9%
Uploaded photo to Web	15.5%	22.0%	21.4%	13.0%	6.2%	2.7%	0.8%*
Uploaded video to computer	11.9%	17.7%	18.4%	11.3%	5.8%	3.0%	0.9%*
Uploaded video to Web	8.3%	13.9%	14.3%	7.6%	3.7%	1.0%*	0.3%*

*Note: three-month average for the period ending July 2009; activities done ever within the month; \*small sample size*  
*Source: comScore Mobile, provided to eMarketer, September 2009*

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Table 8: Mobile Social Media Activities of US Male Mobile Phone Users, by Age, July 2009 (% reach)

<b>Mobile Social Media Activities of US Female Mobile Phone Users, by Age, July 2009 (% reach)</b>							
	<b>13-17</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>
Accessed social networking site or blog	17.6%	24.3%	20.0%	11.3%	5.5%	2.6%	0.7%*
Took photos	75.4%	69.5%	60.5%	50.3%	40.7%	31.8%	18.0%
Used network services for photos/videos	58.2%	54.2%	45.0%	32.8%	25.2%	17.1%	5.8%
Sent photo directly to another phone	56.7%	51.6%	42.2%	30.7%	23.2%	15.1%	5.0%
Sent photo via e-mail	27.7%	27.6%	26.1%	17.9%	12.8%	8.1%	3.1%
Captured video	36.3%	30.4%	23.9%	15.4%	10.4%	6.0%	1.7%
Sent video directly to another phone	19.8%	17.5%	15.8%	9.3%	5.8%	3.4%	0.4%*
Sent video via e-mail	11.1%	9.7%	11.2%	7.0%	4.3%	2.2%	0.4%*
Transferred photo to PC	36.2%	31.5%	26.6%	19.6%	15.4%	8.8%	3.8%
Uploaded photo to Web	24.0%	21.9%	18.3%	11.1%	7.2%	3.5%	0.9%*
Uploaded video to computer	16.3%	12.1%	12.4%	7.9%	5.3%	2.4%	0.5%*
Uploaded video to Web	10.4%	9.4%	9.5%	5.6%	3.1%	1.6%*	0.2%*
<i>Note: three-month average for the period ending July 2009; activities done ever within the month; *small sample size</i>							
<i>Source: comScore Mobile, provided to eMarketer, September 2009</i>							
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Table 9: Mobile Social Media Activities of US Female Mobile Phone Users, by Age, July 2009 (% reach)

According to Lipsman (2010) it is reported that nearly 73 million mobile users accessed their browser in April, an increase of 31 percent from the previous year. Social networking ranked as the fastest-growing category accessed via browser, growing 90 percent from the previous year to reach almost 30 million users. According to Mark Donovan, comScore senior vice president of mobile social networking says this trend is far from over because "social networking is by far the fastest-growing mobile activity right now." In his research, Sachoff (2010) reports that 20 percent of mobile users now access social networking sites via their phone, and that we expect to see both application

and browser usage continuing to drive future consumption of social media (Sachoff, 2010, para 6).

### **MOBILE PHONES AND MARKETING**

This mobile promise is of significant interest to businesses. Companies are starting to hop on board and invest resources in this channel to reach their consumers. Mobile marketing is becoming a major communications channel for reaching and communicating with customers. According to *The New Power of Mobility*, Dan O’Shae says that “mobile technology is becoming a businesses’ most critical tool in communicating with their audience directly” (O’Shae, 2010, p. 33).

This notion that mobile technology has become a critical marketing tool is relevant given the way people are interacting with their mobile devices to receive and send messages and information. A marketer’s dream is to engage in meaningful two-way conversations with people who are truly interested in their brand, and mobile is giving that direct line of communication, in real time, all the time. According to a US Interactive Marketing forecast, 70% of surveyed marketers believe mobile marketing will become increasingly effective in years to come. Table 10 represents the responses collected by marketers when asked how they saw the future of mobile marketing and its effectiveness. The table indicates that interactive marketing tactics, such as social media and mobile marketing, are expected to increase over the next several years while non-traditional marketing tactics will become less relevant.

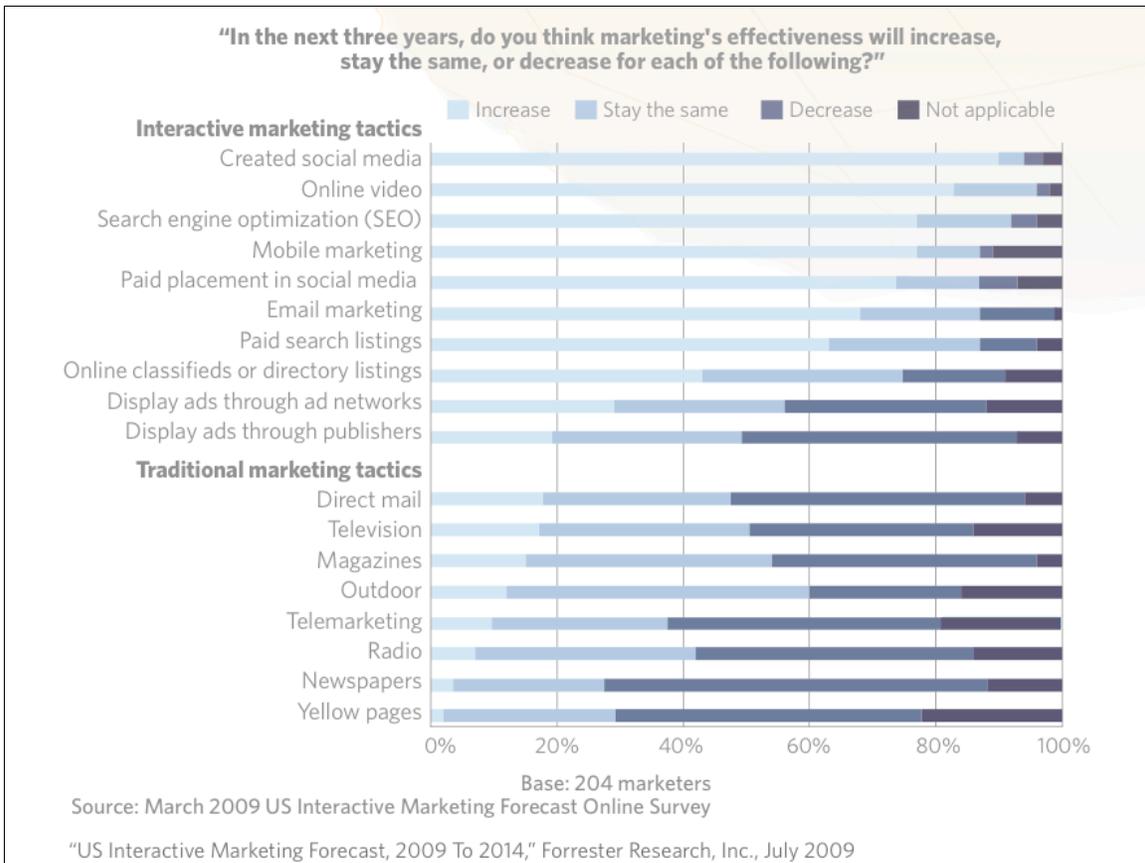


Table 10: US Interactive Marketing Forecast, 2009 to 2014

It is important to understand at a high-level how and why companies are investing in mobile marketing. Mobile devices are giving consumers power over time criticality, location dependency, and an upgraded experience. This technology has given power back to the consumer because it has provided a portal of instant information and knowledge. In this new media environment, the consumer is increasingly in control. Consumers not only have more choices of media to use, but also they have a choice about whether and how they want to receive content. According to the research report, *Building Strong Brands in Modern Marketing Communications Environment*, found in the *Journal of Marketing*

*Communications*, to establish the desired awareness and image in the minds of consumers, marketers need to practice versatility of non-traditional, interactive marketing communications. According to Keller (2009), marketers need to assess which experiences and impressions will have the most influence at each stage of the decision making process. This understanding will help them allocate communications dollars more efficiently and design and implement the right communications programs. Armed with these insights, marketers can judge marketing communications according to its ability to affect experiences and impressions, build brand equity, and drive brand sales (Keller, 2009, p. 9).

Within marketing, there are basic goals that all campaigns hope to achieve. "All advertising and marketing communications have the ability to stimulate four communication effects: need for the category, brand awareness, brand attitude, and brand purchase intention" (Elliot, 2009). Given brand awareness is one of the most important marketing goals, marketers spend most of their time trying to make consumers knowledgeable of the brand, no matter if they are in need of the product or not. Before purchasing a brand, consumers need to be able to recognize and identify with it. This is the same for non-profit organizations and their mission. These organizations need to reach potential supporters and make a relevant connection that will inspire them to get involved. Within brand awareness, there is brand recognition, which is where consumers recognize the brand at the point of purchase, and brand recall, which is where consumers think of the brand on their own before the point of purchase. "Brand purchase intention refers to such thoughts as 'I think I'd like to try that' or 'I'll buy that,' and these follow

from favorable brand attitudes, perhaps encouraged by an incentive promotion" (Elliot, 2009). Both brand awareness and brand purchase intention are relevant to this report, because these ideas translate to the non-profit sector. Brand awareness is the way in which people select a certain non-profit organization from others. Being able to target a specific mission statement to someone and it resulting in the ability for that person to recall the message will result in action whether that is donating or spreading the mission.

There are many ways to execute a campaign to increase all four of these communications effects as well as engagement, which is the interaction one has with a brand or organization. Repetition, relevancy, timing, targeted messaging, and placement are all components that need to come together collectively to increase brand awareness, brand purchase intention and brand engagement. When a message is sent to a mobile phone, or one can access information via a mobile site, characteristics such as timing and placement are essentially maximized. No matter what time a message is sent to a mobile phone, the consumer will almost always interact with it in some fashion.

Mobile marketing is a strategic initiative because a person's first reaction when the phone beeps is to immediately engage by checking it; this is an effective practice that marketers are starting to act on. The "personal nature of the devices is transferred to the information that is sent and received through the device. Therefore, mobile advertising is not for masses but for the individual" (Clark, 2001, p 12). Mobile marketing is traceable and has the ability to collect personal information such as birth data and geographic area, which enables retailers to target more specifically who and when they send messages. Mobile advertising is essentially another form of direct marketing, as personalized

messages are sent and are constantly providing information and feedback to a finely tuned database.

Another characteristic that is especially unique to mobile marketing is the opportunity to be relevant. The ability to send a message to people immediately or provide information via a mobile site or application is an extreme benefit to any brand and organization. This type of messaging can include a call-to-action that is more relevant than most other forms of messages, as recipients are more physically able to interact with a brand, as they can simply act in real time. The idea of relevancy also comes into play when one considers how fast the mobile market is growing. In his research, Leppäniemi (2005) indicates that mobile marketing holds strong promises to become the best-targeted advertising medium offering fresh ways to target messages to users than existing advertising channels (*e.g.*, television, radio, print, and mail) can never do (Leppäniemi, 2005).

It is advantageous for non-profit organizations to pay attention to how and why for-profit companies are utilizing mobile marketing initiatives to extend their brands. This is important because the goals are essentially the same. While for-profit companies utilize marketing to create awareness about the brands under their portfolio, non-profit organizations need to utilize the same methods to expose their “brand” (their name) to all applicable communities. Non-profit organizations are still relatively new to these techniques, so taking advantage of the matured mobile marketing talents of the for-profit sector can equip non-profit organizations with lessons that they can leverage in their own marketing initiatives. In the following chapter, we will discuss mobile initiatives that for-

profit companies are leveraging to reach their audience that non-profit organizations can consider in their future endeavors.

## **Chapter 3: Case Studies**

The purpose of this chapter is to reinforce the importance of mobile technology in marketing campaigns and provide real-life examples of how companies and non-profit organizations have used these techniques to support marketing goals and objectives. These case studies show how mobile marketing continues to evolve and how companies and non-profits are utilizing new functionality and features to reach their target audience. This chapter serves as a resource for non-profit organizations looking to expand their marketing initiatives and embrace this nontraditional medium. As indicated by the secondary research, provided, mobile is where the world is going, and having a strong grasp on how to leverage this communication vehicle via a marketing mix is invaluable. When these practices are executed correctly, they will have a lasting impact on non-profit organizations and their mission.

### **NON-PROFIT ORGANIZATIONS AND MOBILE TECHNOLOGY**

Non-profit organizations have hopped on board over the last few years to include mobile marketing in their media plans. Like any company utilizing mobile technology to reach their customers, non-profit organizations are implementing mobile techniques to raise awareness and reach supporters in order to inspire action and giving. In this section, we will review and analyze mobile marketing case studies and how non-profit organizations have successfully utilized this technology in recent years.

The analysis presented will focus strictly on how non-profit organizations have implemented SMS/text messaging, mobile applications/sites, and mobile social

networking in their marketing initiatives. Marketing techniques are different based on goals and objectives, and for the purpose of consistent comparisons, this section is broken up into two different categories pertaining to how nonprofits have utilized mobile marketing in crisis situations and in every day application.

Perhaps the most notable mobile initiatives for non-profit organizations, especially in the last three years, have been about fundraising and information sharing for humanitarian relief. A key factor in these cases was urgent humanitarian need, pointing to the specific role mobile phones play in reaching supporters quickly to solicit attention and financial support. Mobile technology has offered near-instant action as individuals receive/submit SMS text messages on their mobile phone, make immediate donations via a mobile application or website, and share information via mobile social networking.

### **Mobile Phones in Humanitarian Relief: Case Studies**

#### ***American Red Cross***

On January 12, 2010, a devastating earthquake hit the country of Haiti. The Haiti earthquake has been named one of the most devastating and most powerful to have hit the region in 200 years, killing an estimated 250,000 people and leaving nearly one million Haitians homeless. In response to the earthquake, hundreds of organizations rallied together to offer help and raise funds for Haiti relief. The most prominent of those organizations was the American Red Cross, which implemented an entire mobile campaign that generated millions of dollars. Immediately following the news of the earthquake, the American Red Cross set-up a texting based fundraiser or “text-to-give” campaign where people would donate via text messages. This particular text-to-give

campaign would later become the hallmark of mobile giving.

The Red Cross partnered with mobile carriers to institute a \$10.00 message donation initiative. In his study, VanGrove (2010) determined that in a 24-hour period the campaign raised more than \$800,000.00 for Haiti through this text donation alone and in a matter of days the text campaign raised \$5 million (VanGrove, 2010, para 6). Beyond the immediate action to set-up this simple donation method, the Red Cross also mobilized a social media presence and outreach that turned into a viral funding initiative. Their creative communication strategy involved a number of different factors that contributed to the success of the campaign. The Red Cross created a number of blogs, real-time news coverage, donation portals, social media tools, and videos – all of which were available and optimized for mobile devices.

Including the \$5 million received with text donations, the Red Cross received over \$22 million in Haiti relief from mobile donations. In fact, donations via mobile devices comprised one fifth of the American Red Cross's total donations for Haiti relief (Lyon, 2011, p 1). Mobile proved to be a dominant player in Haiti relief and set a precedent for how charities receive donations in the future.

### ***Make it Right NOLA***

In 2005, Make it Right NOLA, an organization started by Brad Pitt in the aftermath of Hurricane Katrina to rebuild New Orleans, raised funds via mobile phone solicitations. Make it Right NOLA instituted its own mobile short code that added \$5.00 to a customer's monthly phone bill when it received the message "give." In addition to this immediate text campaign, Make it Right NOLA paired up with the Red Cross and the

Super Bowl to raise funds via text messages during the Saints vs. Colt Super Bowl game. The organizations launched this mobile fundraising program to help drive donations and awareness of their Katrina efforts. Viewers would text “Saints” to a designated number and \$10.00 would be donated to help the effort (Anthony, 2010).

The campaign utilized solely SMS messages. The use of just SMS messages limited awareness surrounding the effort. However, it did generate enough attention and motivation for both the Red Cross and Make it Right NOLA to re-evaluate mobile strategies for the next disaster. In an interview with Mobile Commerce Daily, Joshua Kittner, senior marketing consultant of digital engagement at American Red Cross discussed the importance of developing innovative ways to provide information and give value to constituents that choose to opt-in to messaging or donate via SMS. He believes that, “donors want to have a deeper relationship with the Red Cross and we need to keep the dialogue relevant, informative and engaging with our donors and supporters” (Butcher, 2011, p 4). Additionally, the organization set-up a number of mobile social networking tools (e.g. Facebook, Twitter and YouTube), as well as a mobile application for supporters to download and stay involved with the effort.

While in crisis settings non-profit organizations have very specific goals of soliciting donations and maintaining awareness, on an every day level, organizations have different objectives that play a role in their decisions to utilize mobile marketing. From the case studies presented above, it is clear how effective SMS and text message marketing can be, especially for humanitarian relief.

## **Mobile Phones in Advocacy and Informational Campaigns: Case Studies**

Generally speaking, the every day end goals for non-profit organizations are to reach their supporters, build advocacy, create attention and public awareness, rally volunteers, and inspire fundraising. Below are a few examples of how non-profit organizations have successfully setup mobile marketing initiatives to reach their supporters.

### ***Susan G. Komen***

On November 2, 2010, Susan G. Komen launched a mobile website that “enables anyone to conveniently access breast cancer and breast health information and provides the ability to donate on-the-go right from their mobile devices” (Pearson, 2010, para 3). By accessing the mobile website ([m.komen.org](http://m.komen.org)) from any mobile device, users are able to:

- Access the latest breast health and breast cancer information
- Find ways to get involved in the breast cancer movement
- Search and find local Susan G. Komen affiliate
- Subscribe to receive general news and updates
- Make a donation

The mobile website is modeled after the organization’s main website, which is a comprehensive website devoted to breast health and breast cancer information. “Last year, more than 3.4 million unique individuals visited [komen.org](http://komen.org), which represents an average of more than 9,000 unique visitors each day. With more than 400 pages dedicated to information on breast health and breast cancer, [komen.org](http://komen.org) is the one of the

most comprehensive online resources available about the disease” (Pearson, 2010, para 3). According to the website, the mobile site came shortly after the launch of a mobile online community that allows breast cancer activists, survivors and supporters to share unique experiences and insights around breast cancer. “With more than 4,600 users currently, the social networking site “myKomen” centers on individual and shared experiences with a disease that is expected to afflict more than 200,000 women and men this year alone” Pearson, 2010, para 3).

Susan G. Komen took the approach of providing quick and easy information and opportunities for supporters to get involved. The objective behind these mobile initiatives is to provide a convenient space for people to engage with cancer resources and be apart of the conversation anytime, anywhere.

### ***Defenders of Wildlife***

Defenders of Wildlife is an organization dedicated to the protection of all native wild animals and plants in their natural communities. In 2009, this organization leveraged their 50,000+ social networks’ following and created the ability for these supporters to spread the word on how to donate and become involved through their cell phones. According to Joos (2010), Defenders of Wildlife created social network platforms, made applications available for donors to download on to their mobile devices, and implemented a text-to-give campaign that generated over \$200,000 in less than two months (Joos, 2010, para 1). The organization was able to accomplish this fundraising by spreading the word about this mobile initiative. Supporters engaged with the social applications and generated significant attention to the cause. This is a great example of

how mobile social networking and text-to-give campaigns can be successful even for the smallest entity.

### ***Capital Area Food Bank of Central Texas***

The Capital Area Food Bank of Central Texas (CAFB) is focused on reducing hunger in the Austin area, and technology is playing a big part in that effort. iPheedANeed, a free app for iPhone, was created to build value for their supporters in the rapidly growing mobile technology space. “‘We created a simple, fun and engaging iPhone experience that will further our mission, show up-to-date information such as local fundraising events, and fully engage users in real-time,’ said Lisa Goddard, CAFB Online Marketing Director” (Kanter, 2010, para 3).

Another key initiative of CAFB is to raise awareness about how hunger affects people in the Texas area. The CAFB iPhone app includes a game called “Catch the Can” that allows one to stock a virtual pantry with healthy, non-perishable food items, and win appliances for the virtual kitchen. The free application features news from the Food Bank’s blog, a hunger stories podcast, Facebook updates, and events supporting the Food Bank. Users can view simple and healthy, low-cost recipes from CAFB’s nutrition education team. Packed with easy-to-navigate information, the app helps the user advocate, donate and volunteer with the ease of a mobile device.

Kanter (2010) reported on an interview with Lisa Goddard the CAFB Online Marketing Director. When asked about the newest mobile application iPheedANeed she said, “it is another extension of our mission, and we hope it empowers people to see that one person can be a catalyst for change” (Kanter, 2010, para 3).

### ***Partnership for Drug-Free America***

The Partnership is a nonprofit organization that unites parents, renowned scientists and communications professionals to help families raise healthy children. The organization is known for its research-based national public education program that equips parents to prevent their children from alcohol and drug abuse (Drugfree.org, D n/a).

In late 2009, the Partnership for a Drug-Free America launched its first mobile public service campaign to expand the reach of its educational messages about the risks of drugs and alcohol. According to Tsirulnik (2009), this campaign targeted parents interested in learning how to start and maintain conversations with their kids about drugs and alcohol, and teens who may be experimenting or using. "We identified mobile as a perfect fit of the demographic we are targeting -- parents and teens. Mobile really allows a relevant, targeted message and offers vital capabilities and provides the opportunity to introduce our valuable resources and tools," said Hilary Baris, digital media and marketing director at the Partnership, New York (Tsirulnik, 2009).

The campaign let parents sign up to receive a "talk tip" via text message to share with their children. In addition, teens are introduced to "Check Yourself," a mobile site designed to help them examine their relationship with drugs and alcohol. This mobile site prompts them with the option to text a friend to share the site. Hilary Baris, digital media and marketing director at the Partnership, credits mobile marketing for its ability to successfully reach the organization's target demographic. "Digital media has proven to be one of the most exciting and effective ways to get the Partnership's messages out to this

generation of parents and teens,” she says (Tsirulnik, 2009).

## **FOR-PROFIT COMPANIES AND MOBILE TECHNOLOGY**

Over the last several years, companies have incorporated mobile technology in their marketing initiatives. SMS, mobile applications and sites, and mobile social networking are relatively dated initiatives when it comes to companies like Google and Pandora. This section discusses a newer mobile initiative that is a hot, rising, trend – geo-targeted messaging. The purpose of providing this information is to show how mobile marketing is continually evolving and how companies are utilizing new functionality and features to reach their target audience. Hopefully, non-profit organizations can learn from the engagements for-profit companies are experimenting with and continue to integrate these ideas and techniques into their own marketing initiatives.

### **Google**

In July 2010, Google launched geo-targeted mobile display messages that include two calls-to-actions: "get directions" and "click-to-call (A CTA that prompts the user to select the ‘call’ button so that they are instantly connected to a customer service representative from that particular business). When these interactive abilities are added to mobile search, notable results are achieved. Google mobile ads that offer the ability to "get directions" from their present location to the business of interest are seeing an average of 8% increase in click-through rates, over their ads without this ability. Google mobile ads with the ability to "click-to-call" are seeing an average of 6% increase in

clicks (Montgomery, 2010, p. 8). This increase in click-through rates is a very telling indication of how important interactivity and accessibility are to customers engaging with brands and the brand's products and services. Google's Mike Steib said the following about geo-targeting:

"The Holy Grail for local advertising is location-targeted coupons, and we're building Google Offers to enable that, as well as 'click-to-call' functionality for nearby businesses. If you have the ability to reach out to consumers nearby and pull them in using mobile, it's great for consumers and marketers" (Butcher, 2010, p. 8).

This is a great example of how companies are paving the way for other companies (and non-profit organizations) to enter the geo-targeted mobile world. The outcome of this particular case study shows that relevant messaging produces significant action when people can click to find additional information.

### **Pandora**

Pandora, the online radio player, saw a great opportunity in mobile as more than half of its 65 million users listen from portable devices like a mobile phone. Pandora has introduced geo-targeted and demo-targeted audio and display ads on their mobile platform. Pandora is able to match customer demographics and location and then feed them with appropriate advertisements. Companies can buy this space, and when users are listening to Pandora on their phones, they can click on these ads and engage in branded activities or enjoy certain rewards. Lately Pandora has been working to create more location based targeting instead of zip code based targeting. This is another example of how a non-profit organization can utilize registration data to produce targeted, custom messages. Upon registering for a mobile site, supporters or followers can be prompted to

select areas of interest and messages they would like to receive. Once that data is collected, text messages, e-mail alerts, and personalized call-to-action modules can be produced for a better, more relevant user experience impacting the overall response.

### **Pepsi Co.**

Pepsi Co., one of the largest soft drink manufacturers and distributors in the world, partnered with Foursquare and launched a mobile application called "Pepsi Loot" where a GPS map was provided that showed all the major food chains that have a "pop spot," or a soda fountain that provides Pepsi. The idea is that customers will check in at these places and earn "Loot" or credits; these credits can be exchanged for music downloads, Pepsi gear and goods, or other participating store offers. The idea is that Pepsi customers will "win cool stuff for doing something that [they were] going to do anyway" (Dilworth, 2010, para 2). These promotions are not only beneficial for customers, but they are advantageous for the manufacturers and retailers as well. They are able to gain considerable insight into popular consumer activities outside of the storefront. This shows that major brands are adopting mobile technologies to stay connected to their consumers.

## **Chapter 4: Discussion and Conclusion**

This report has discussed and analyzed mobile trends and real-life case studies where mobile marketing initiatives have been successfully implemented. Chapter 4 will dive deeper into these findings and provide further insights and discussion into these case studies and mobile marketing initiatives as a whole. In addition, during this research, best practices and recommended guidelines were identified. These practices and recommendations will be discussed in this chapter as well as final thoughts and conclusion.

### **DISCUSSION**

The non-profit case studies demonstrate the ways in which non-profits are currently using mobile phone marketing, and the company case studies foreshadow how they can use it in the future. The common trend in the non-profit case studies pertaining to disaster relief is the emphasis on text-to-give initiatives. While significant force behind these campaigns are SMS initiatives to raise awareness and fundraise, it is important to note that without the supplemental mobile tools like mobile social networking, or traditional media like TV coverage, the text-to-give platform would not be as effective. It can be concluded that the efforts made by the American Red Cross and Make it Right NOLA organizations were successful for a few reasons.

First, the devastation extent of the disasters (Haiti and Katrina) played a role in the level to which people were willing to participate. These disasters ranked among some of the world's worst tragedies, and instantly people wanted to get involved. This

consideration should not overshadow the smart and creative marketing by these organizations, however. Both organizations utilized several different techniques in their outreach. Among them were mobile initiatives including SMS, mobile applications, and mobile social networking. Both organizations leveraged the media attention these disasters were receiving and provided a way for people to get involved easily. Whether it was donating simply by text messaging a code, downloading an application for fast information, or accessing mobile phones to Tweet about the event, these non-profit organizations understood the best way to reach their supporters and accomplished a means of achieving action via mobile devices.

In addition to the success in donations and the attention these organizations achieved for these disasters, perhaps most compelling is the number of new donors that participated in these mobile initiatives whose names now live in a database for future endeavors. Donations via mobile sites and SMS can be an easy way to engage new donors in fundraising and spreading information. According Lyon (2011), in the Haiti effort, 95% of the consumers who texted in to the Haiti campaign were first-time donors to the American Red Cross. This equates to nearly 3 million unique donors, of which 20,000 opted in to receive ongoing email communications from the nonprofit organization (Lyon, 2011, p 9).

The success of mobile campaigns for non-profit organizations has many factors, one of which is the ability to intermix mobile initiatives beyond just text messages. As seen in the Red Cross and Make it Right NOLA campaigns, there were several different layers of outreach that not only inspired action and fundraising, but kept the details and

information available to the public in real-time.

In regards to the every day mobile initiatives presented, there are many takeaways to consider. First and foremost is the importance of understanding the organization's mission and the goals for the mobile campaign. As seen in the case studies, each organization had a different use for its mobile initiatives based on its marketing objectives. Susan G. Komen understood there was a need to provide a convenient way for its large supporter base to stay current with relevant information. While it can be argued that Susan G. Komen has some of the most brilliant traditional and non traditional marketing initiatives out there, the mobile site and mobile application are just what the organization needed to assist in its mission to provide cancer resources to its followers quickly and easily. This is a great example of how an organization can use mobile technology to provide information. Likewise, these initiatives also opened the door for organizations to receive personal information to populate their databases for future outreach endeavors.

The Defenders of Wildlife case study is an example of how an organization can use mobile technology for advocacy campaigns. In advocacy campaigns, as demonstrated in this case study, it is also important to understand the audience for which the mobile campaign is designed. The Defenders of Wildlife understood they needed to engage their following at the time and keep them involved. This organization understood that this network would be the audience that would spread the word and raise funds and awareness about this issue. They had a clear call to action that made the campaign very specific and compelling enough for people to act immediately (e.g. forward text

messages, and raise awareness via mobile social networking). Identifying these needs, understanding the audience, and having a clear call to action are factors that contributed to the overall success of this mobile campaign.

The recent mobile initiatives implemented by for-profit companies can be transferred to the non-profit sector easily. Geo-targeting is a way to regionalize digital media messages, reaching people in certain areas with certain available offerings. The purpose of geo-targeting is to produce highly targeted messages aimed at reaching a specific audience at the right time. Both companies and non-profit organizations can send tailored messages that engage different segments of consumers by reflecting their special interests and behavior. This translates to the non-profit sector in that there are often different stakeholders and audiences in each organization. Messages vary between these audiences. One organization can have several target audiences requiring a different message/call to action. Audience types can include, stakeholders and donors, people seeking information, supporters wanting to raise money, or individuals needing resources and support groups.

Geo-targeted social media creates brand engagement as well as encourages social awareness through a simple post of where people are in space. By definition, location-based social networking is a mobile application that allows users to share their location with their friends on that network. The central idea of location-based social networks ties the real-time activity of social networks to businesses. The main players in this field are Foursquare and Gowalla. Consumers are interacting with brands by "checking-in" at a restaurant, for example, so they are not only interacting with that brand, but they are

personally promoting and aligning themselves with the brand as this alert will be shared with friends via social feeds. The fact that friends are able to know where people are creates another level of social awareness that is a new phenomenon. Not only do they know how someone feels, they know where they are in real-time, what brand they are interacting with, and how they are interacting with the brand. The only way someone can log where they are, besides having access to a computer at all points, is through their mobile device. These unique social media platforms provide more interactivity and therefore engagement with the brand, which results in greater brand awareness and consumer action.

In these location-based, social media case studies, it is clear that there is huge potential to gain valuable information about the target market and drive human behavior through these insights. The overall impact of these location-based applications on business and marketing is still relatively new, but it is obvious that location-based social media and mobile applications are an opportunity for non-profit organizations to connect with their audiences in a fun and engaging way while increasing brand awareness and brand engagement. For a non-profit organization, implementing a campaign that involves rewarding participation and check-ins is feasible. While the rewards will be different than a pair of jeans, the organization can adjust to accommodate the desires of their audience. For instance, every time a person checks into a charity event, he or she can earn credits that go towards registration for the next 10k race. It is all about being creative and reaching the audience in an easy, timely, and relevant way. The purpose of these

initiatives is to establish followers and receive personal information to store in the organization's database for future outreach.

The case studies presented in this chapter are great examples of how non-profit organizations and for-profit companies have utilized mobile devices to augment their marketing initiatives in order to reach their audience and spread a message. The overall success of these mobile campaigns relied on the mix of mobile efforts and most importantly, efforts to engage an audience. These organizations did not rest on their laurels. In fact they did the opposite. They reached out to their supporters from different avenues to raise awareness about their mobile initiatives. Mobile marketing is not necessarily a "field of dreams" where people will come once it is deployed. Mobile marketing requires commitment, effort, and even traditional marketing to spread the word about the initiative and the benefits of the campaign.

#### **BEST PRACTICES AND RECOMMENDED GUIDELINES**

- **Set goals and plan your mobile campaign.** Planning is the first step to connecting a mobile campaign to existing real-world efforts. This generally requires, bringing together the team, communications, and technology to play the effort. It is important to figure out timing, craft a preliminary budget, and decide on who does what. This is especially true for non-profits as budgets, resources, and timing are generally restricted, thus why it is important to discuss these details upfront.
- **Identify and prioritize needs.** Mobile phone campaigns require coordinated media and public relations tie-in, which can incur additional costs, effort and

planning to be successful. In order to save on time and cost, non-profits need to hone in and identify the necessities of the campaign. Given the limited nature of the non-profit sector, it can be relatively simple to identify many needs the organization may have, but prioritizing these needs is key.

- **Understand the audience.** Understanding the constituency (or audience) for the mobile campaign is critical. Non-profit organizations tend to have different audiences (e.g. donors, survivors, care takers) looking for different information. It is crucial for non-profits to understand their audience(s) so that the campaign can be properly designed and the right message created.
- **Have a clear call to action.** The mobile campaign must have a clear call to action. This is especially true for non-profits as there is a need to compel people to act immediately. Having a specific request or call to action, like donating or getting involved, makes the need clear to the user. The key is to make the perceived benefits transparent to consumers so that they can see the value of the application and the CTA.
- **Gather as much data as possible.** When using mobile phones in advocacy campaigns, it is important to gather as much data as possible to understand what works and also to track the campaign's progress. What outreach activity generated the most opt-in text messages to the short code? How many people forwarded the message, visited the website, or provided an email?
- **Set up a system to get the mobile data into an in-house database.** One of the more important elements of a mobile campaign is the database of participant

information acquired throughout the campaign. Mobile data can include phone numbers, names, email addresses, and mailing addresses. For non-profit organizations, this is especially important because non-profits generally do not have the funds to support cold lead marketing initiatives.

- **Decide on your campaign closure and evaluation activities.** At some point the campaign will end and there will be a need to create some closure messaging to participants. For non-profits, the message should thank people for their participation, report on campaign success, encourage ongoing engagement, and ask for additional personal information so as to keep the contact in the database.
- **Allow constituents to opt-in/opt-out to messaging.** The audience needs the option to opt-in/opt-out for mobile messaging. Always providing an easy and obvious opt-in/opt-out agreement is a best practice to follow. Non-profits need to consider this practice as failing to provide an opt-in/opt-out option can potentially irritate valuable supporters. If supporters opt-out of mobile messaging, the organization can reach them in other ways without becoming an annoyance.
- **Communicate privacy policies.** All privacy policies need to be communicated clearly and easily to consumers. All mobile advertising should abide and adhere to industry rules on privacy.
- **Stay ahead of the curve.** Considering the technological background of 2010 will be different than that of 2015, it is important to stay one step ahead of supporters wants and needs. Research and best practices will help.

- **Solid infrastructure.** In order for audiences to be a part of mobile initiatives, they must have access to certain mobile networks. Users must have a Smartphone and the ability to connect to a 3G or 4G mobile network. Vandecantos (2010) reports that, “Currently 28% of all phones are Smartphones in the United States” (Valdecantos, 2010). Considering the small percentage of people in the US and the world that have Smartphones, as well as the limited 3G/4G networks that are available in the world, this can be a hindrance for any company wanting to get into this market. “Our biggest limiting factors for even broader adoption are cell phone battery technology that hasn't kept up, and the 3G/4G infrastructure that can't currently support consumer use patterns” (Neifield, 2010, para 2).
- **Appropriate tracking in place.** Analytic tracking for geo-targeted mobile advertising and applications is in its infancy stage right now. Non-profits need to develop a strategic way to measure the effectiveness of these types of campaigns.
- **Cultural Awareness.** Non-profit organizations must consider the need for messaging that caters to cultural sensitivities. Non-profits need to be aware of the target culture’s receptiveness to mobile marketing and new technology.
- **Message transaction fees.** Once the mobile advocacy campaign is up and running, the organization will incur per-message fees for sending and receiving mobile SMS messages. The per-message cost will vary depending on volume, and carrier pricing policies in the country of operation. It is important for non-profits to consider this extra cost when planning their mobile campaign. It is especially

important to identify and prioritize campaign needs, as discussed above, so as to control high-costs.

- **Staff time for training, content development, and campaign management.**

Non-profits should not underestimate the amount of staff time that needs to be dedicated for the effective deployment of a mobile campaign. The two key staff roles are campaign management which includes interacting with the vendor and developing content, and the various technology management tasks such as list management, integrating data with in-house databases, and reviewing mobile metrics with the vendor. Since non-profits have a limited budget and access to resources, this needs to be considered before campaign development.

It is important to consider a couple of other factors that may influence the mechanics of a mobile campaign. First, in order for mobile marketing to be successful, there are many characteristics that are crucial drivers. When polled by Leppaniemi( 2005) in 2005, 66% of respondents found it critical that the media stay personalized to their wants and needs, while 57% found it crucial that users have the ability to opt-in (Leppäniemi, 2005). Also, as consumers are gaining more power through vehicles like mobile social networking, brands and organizations that do not abide by the opt-in rule will do more harm than good; the mobile device is not a place to spam a customer, but rather it is a very personal place where when done right, a conversation between the organization and the supporter can be started and maintained. Leppaniemi also found

that 45% of respondents found a strong “call to action” or the ability to immediately respond was necessary (Leppäniemi, 2005).

## **CONCLUSION**

A large percentage of mobile users are looking to gain information, or messages that are personalized to their wants and needs and that have an immediate and interactive ability in nature. All these characteristics point to the fact that, if done correctly, mobile marketing could be very effective compared to other types of marketing initiatives. In fact, the rates seen for mobile initiatives are similar to those of email or direct mail because, as stated above, 57% of mobile users want the ability to opt-in to receive messages, much like e-mail campaigns. However, brands must work hard to motivate a person to opt-in for mobile messages; once he or she is on the list, that list must not be abused as that could potentially be viewed as a personal intrusion because of the intimacy of the device.

Second, given the case studies and research within the report, it can be assumed that larger non-profit organizations have more capabilities and opportunities to execute a mobile marketing campaign. As discussed, these campaigns can be costly and require a strategic team to plan and manage. While it can be argued that larger organizations have more chance of success, this should not deter smaller organizations from considering using mobile initiatives in their overall marketing mix. As seen in the Defenders of Wildlife case study, it is possible for small organizations to reach their supporters and inspire action and giving via mobile phones. The key to any success is to craft the mechanics of the campaign in the beginning. All organizations, regardless of size, must

consider the costs upfront and the overall objective for the outreach/campaign so as to determine the cost to benefit ratio. Mobile marketing initiatives are in no way for every company or organization: thus, it is important to identify the organization's needs and goals. When done right, with best practices in mind, the mobile phone can be a very successful and influential marketing and outreach tool.

The purpose of this research was to deep dive into current mobile marketing initiatives, specifically SMS messages, mobile apps and mobile websites, and mobile social networking, and study their overall value and impact on non-profits. In addition, the research objective was to determine how these initiatives could translate to non-profit organizations to reach supporters in new innovative ways and inspire those constituents to both act and give.

This research revealed many mobile opportunities for non-profits to implement in their marketing initiatives. In addition, the research discussed future ways for these organizations to expand their mobile efforts by analyzing practices for-profit businesses are engaging with today. This research will be useful to the non-profit industry as it showcases many ways to integrate mobile initiatives into an organization's media plan. It will serve as a reference for non-profit organizations to utilize when employing mobile techniques into their overall marketing effort as it provides past case studies from successful campaigns, considerations and best practices to increase the success rate of the campaign, and pitfalls to consider when employing mobile techniques.

For academic purposes, this research will provide a solid starting point for continued research confirming or denying any assumptions made. In addition, mobile

marketing is still a relatively new initiative. Research and case studies in the next couple of years, once techniques and implementation have been mastered and tried, will provide a more holistic and accurate description of the potential success mobile marketing initiatives can have on an organization's bottom line. This report is a great start to recognize gaps and potential areas of further investigation for academics to pursue.

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